

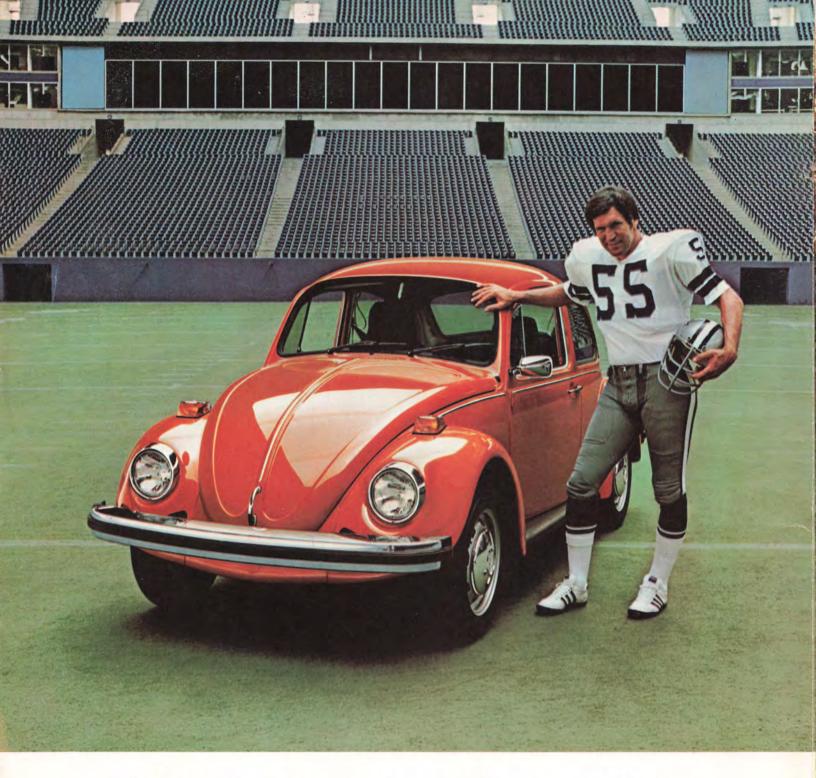
A Doctor in the House

Denver Quarterback Charley Johnson Answers the Call

Colts vs. Bills

Memorial Stadium October 13, 1974 \$1.00





They just go on and on and on.

Both Lee Roy Jordan and the Beetle have been around a long time. But they both still have a lot of good years ahead of them.

During his career, Lee Roy has earned the reputation for being Mr. Reliable. The Beetle, in its own league, is just as reliable. Even Lee Roy would have to be impressed with these stats. A lot of Beetles are still on the road with over 100,000 miles on them. Which shouldn't be surprising considering the way they're built. Every Beetle is coated with 13 pounds of paint, has a sealed bottom, is inspected by 1000 inspectors, and is covered by the Owner's Security Blanket, the most advanced car coverage plan in the world.

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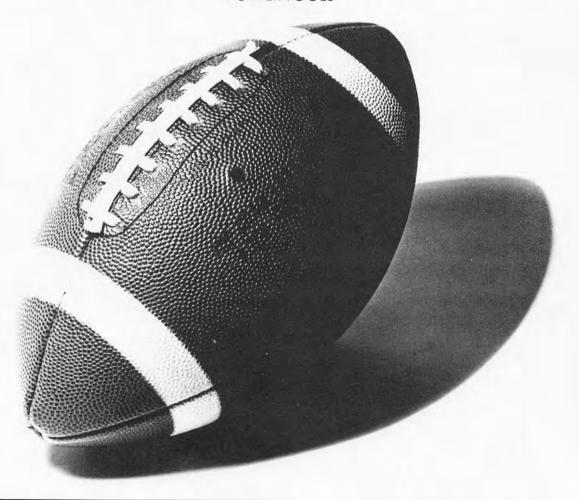
Towson Valley Volkswagen York Rd. North of Padonia Rd. Beltway, Exit 24



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We're pulling for you, Colts, along with our friends and neighbors who take advantage of the many fine recreational opportunities in this area. Black & Decker...your neighbors here in Maryland.







Colts vs. Bills

Memorial Stadium October 13, 1974

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ROBERT IRSAY, President and Treasurer



On July 13, 1972, Robert Irsay became owner of the Baltimore Colts in one of the most historic transactions in athletic history. Irsay purchased the Los Angeles Rams from the estate of the late Dan Reeves and exchanged them to Carroll Rosenbloom for the Baltimore Colts.

Extraordinary accomplishments, however, have been part of Robert Irsay's career for quite a while. A self-made man, he grew up in the tough "bucktown" section of Chicago.

But even as a youngster in a rugged neighborhood he had the foresight to plan his future. He enrolled in the University of Illinois and graduated with a degree in mechanical engineering. While at Illinois Irsay wanted to be a part of Big Ten football.

"I guess I was a fourth or fifth or sixth string quarterback," he said.

From 1941 to 1945 he served in the U.S. Marine Corps with the First and Fourth Divisions. Following World War II and his discharge as a Lieutenant, he worked five years in the ventilating business.

In 1951 he began his own business and founded the Robert Irsay Company of Skokie, Illinois.

"I didn't have enough money to start a company," said Irsay, "but I came up with \$800—I borrowed it from my wife."

Starting from scratch, in 20 years Irsay has built that investment into one of the most famous heating, ventilating and air conditioning firms in the world. His accounts include Disney World, Detroit's Cobo Arena, Chicago's First National Bank and many other recently constructed buildings in Chicago's Loop.

In June of 1971 Irsay sold his company to Zurn Industries, Inc. He did, however, retain management control of the firm.

Irsay was convinced that he had the executive force in Skokie to handle the operation consequently he decided to get involved with something that he could have fun with and enjoy. An avid football fan (he saw nearly every Chicago Bear game for years) he pursued the possibility of owning a professional football club. He is a close friend of George Halas of the Chicago Bears and William Bidwell of the St. Louis Cardinals.

"Professional football is one of the most exciting things in my life," Irsay says.

He has seen every pre-season and regular season game—home and away—since he purchased the Colts in 1972.

Irsay has a home in Winnetka, Ill., and a townhouse in Baltimore. His interests include a love of water sports—he owns a 65-foot yacht called "The Might I" which he keeps in Lake Michigan.

Owning the Colts is not Irsay's first venture into professional athletics. He was an original partner of the Montreal Expos baseball team in 1968.

Irsay is very active in civic affairs. He serves on the Board of Directors of the Eye Research Institute of Chicago and Michigan National Bank of Chicago. In addition, he is very active in fund raising for the Stritch School of Medicine of Loyola University of Chicago. His charity work is extensive and he is a sponsor of numerous scholarship funds.

Irsay was born March 5, 1923. He and his wife Harriet are the parents of two sons—Tom (19) and Jimmy (15).

JOSEPH H. THOMAS Vice President, General Manager and Head Coach

In two years Joe Thomas has brought 24 players to the Baltimore Colts—19 of them 26 years old or younger and all of them under 30.

The list includes All-Pro tight end Raymond Chester, quarterbacks Marty Domres and Bert Jones, defensive tackle Joe Ehrmann and running back Bill Olds.

In 1973, sixteen of the rookies he brought to Baltimore made the ball club.

Thomas came to the Colts with impressive credentials. Twenty-one of the 22 Miami Dolphin starters in Super Bowl VIII were acquired by Joe along with several of the Minnesota players in that game (both starting QBs—Bob Griese and Fran Tarkenton), and most of the Minnesota players who played in Super Bowl IV.

Thomas, who was a Colts' assistant coach in 1954, was the first person hired by the Dolphins in the summer of 1965. As Player Personnel Director, he was the architect of a team that in the first eight years of its existence has won two Super Bowls, three American Conference Championships, three divisional titles and become the first National Football League team to achieve a 17-0 season.

In 1960, Thomas was also the first person hired by the expansion Minnesota Viking organization. In 1968 the Vikings won a divisional title and the following year they were in the Super Bowl.

His judgment of playing talent is based on years of experience as a player and coach, prior to moving into the front office of professional football.

"The building order is this," he says. "One, the draft. You have to do your best job there. Two, trades. Three, free agents and claims."

Some examples of Thomas' building:

—Paul Warfield, Larry Csonka, Bob Griese, Larry Little, Mercury Morris, Manny Fernandez, Bill Stanfill, Jake Scott and Dick Anderson of Miami.

—Fran Tarkenton, Carl Eller, Jim Marshall, Gary Larsen, Bill Brown, Dave Osborn, Roy Winston and Mike Tinglehoff of Minnesota.

—much of the Baltimore Colts' 1955 draft, particularly the selection of Alan Ameche in the first round.

—and the young Colts he has now brought to Baltimore, including Chester, Domres, Jones, Ehrmann, John Dutton and Roger Carr.

Thomas was an end at Ohio Northern University (Ada, O.) and also played basketball there. Following graduation in 1943, Thomas served in the Navy, including training at Bainbridge and a tour at Great Lakes Naval Center, where he played football for Paul Brown.

He earned a Master's degree and credits toward a doctorate at Indiana University.

Thomas began his coaching career at New Albany and Rensselaer High Schools in Indiana followed by collegiate coaching experience at DePauw and the University of Indiana.

He was also Branch McCracken's basketball assistant coach at Indiana when the Hoosiers won the NCAA Championship in 1953.

Weeb Ewbank brought him to Baltimore as defensive line coach in 1954, where he also was a key factor in player personnel. He later coached on the staffs of the Los Angeles Rams and Toronto of the Canadian Football League.

He was among the NFL leadership in pushing for progressive rules changes and formally proposed



several rules which were adopted by league club owners this past April 25th.

Born in Warren, O., on March 18, 1921, Thomas grew up in the rural areas of that city. He and his wife Judi are the parents of a four-year-old daughter, Paige.

In his two years in Baltimore, Thomas has become quite active in civic work. He is on the Board of Directors of the Maryland Special Olympics, Honorary Chairman of the Maryland Boy Scouts of America membership drive, State Chairman of the Maryland Epilepsy Foundation and he is on the Board of Directors of Buddies, Inc., a foundation which provides recreational areas and boys clubs for needy children in the Baltimore area.







Linhart

Olds

This afternoon's meeting is the ninth between Buffalo and Baltimore, with the Colts holding a 5-2-1 lead in the series. The Bills, led by record breaking O. J. Simpson, have won the last two games.

Simpson carried for 166 yards to lead the Bills to a 31-13 victory in the first 1973 meeting at Rich Stadium. That Buffalo win snapped a five-game victory skein for the Colts in the series. Simpson later rushed for 124 yards in a 24-17 win in Baltimore.

In the six games Simpson has played against Baltimore, he has totaled 410 yards on 88 carries and four touchdowns. His per carry average is 4.2.

The Bills, an expected contender for the American Football Conference title, are off to a fast start with a 3-1 record, including a dramatic win over Oakland in the first Monday night game of the season.

Simpson leads the Bills in rushing with 320 yards on 74 carries. Fullback Jim Braxton has rushed for 269 yards on 72 rushing attempts. Quarterback Joe Ferguson shows 40 completions on 60 pass-

1974 RESULTS

BILLS (3-1)
Bills 21, Oakland 20
Bills 16, Miami 24
Bills 16, N.Y. Jets 12
Bills 27, Green Bay 7

COLTS (0-4)
Colts 0, Pittsburgh 30
Colts 13, Green Bay 20
Colts 10, Philadelphia 30
Colts 3, New England 42

ing attempts for 485 yards and four touchdowns. He has been intercepted once.

The Colts, who have been plagued by mistakes and the inability to capitalize on scoring opportunities, are winless in four games.

The Colts' leading rusher is Bill Olds. The second-year fullback out of Nebraska has rushed for 137 yards on 40 attempts. His running mate, Lydell Mitchell, is the team's top receiver with 17 catches for 127 yards.

Toni Linhart has been the most

consistent scoring threat for the Colts. The Austrian soccer-style kicker has hit on four of six field goal attempts and made both conversions he has tried for a total of 14 points. His longest field goal is a 45-yarder.

In a presentation prior to today's game, the Sports Boosters of Maryland will present Colts' defensive tackle Joe Ehrmann the club's 1973 Rookie of the Year award.

Past winners of the Colt Rookie of the Year award:

1956 - Johnny Unitas

1957 - Milt Davis

1958 - Ray Brown

1959 - Jerry Richardson

1960 - Bobby Boyd

1961 - Jack Burkett

1962 - Wendell Harris

1963 – John Mackey

1964 - Tony Lorick

1965 - No selection

1966 – David Lee Award suspended

1972 - Don Nottingham

1973 - Bruce Laird

1974 - Joe Ehrmann

THE LAST TIME

October 14, 1973

Rich Stadium

Att: 80,020

BUFFALO 31, BALTIMORE 13 — The Colts, after holding O. J. Simpson to 26 yards in the first half, saw the NFL's first 2000-yard rusher carry for 140 yards in the second half, including a 78-yard touchdown dash. Mike Curtis intercepted a Joe Ferguson pass, but on the play prior to the interception suffered a shoulder separation which forced him to miss the Colts' next seven games.

Baltimore3	3	0	7 - 13
Buffalo0	10	7	14 - 31

Balt - Hunt FG 19

Buff — Watkins 10 pass from Ferguson (Leypoldt kick)

Balt — Hunt FG 22 Buff — Leypoldt FG 52

Buff — Simpson 3 run (Leypoldt kick) Buff — Ferguson 1 run (Leypoldt kick) Buff — Simpson 78 run (Leypoldt kick)

Balt - Olds 2 run (Hunt kick)

November 25, 1973

Memorial Stadium

Att: 52,520

BUFFALO 24, BALTIMORE 17 — In a startling span of 23 seconds the Bills struck for two touchdowns and victory, after the Colts had held a 17-10 lead at the two-minute warning. Joe Ferguson connected with Bob Chandler for the first touchdown and Dwight Harrison intercepted Marty Domres and raced 31 yards with the winning score with 1:11 left to play. Earlier Cotton Speyrer had sent the Colts in front, 7-3, with a 101-yard kickoff return.

Buffalo3	7	0	14 -	24
Baltimore7	0	0	10 -	17

Buff - Leypoldt FG 36

Balt - Speyrer 101 kickoff return (Hunt kick)

Buff - Simpson 58 run (Leypoldt kick)

Balt - T. Mitchell 11 pass from Domres (Hunt kick)

Balt - Hunt FG 27

Buff — Chandler 38 pass from Ferguson (Leypoldt kick)

Buff — Harrison 31 pass interception (Leypoldt kick)

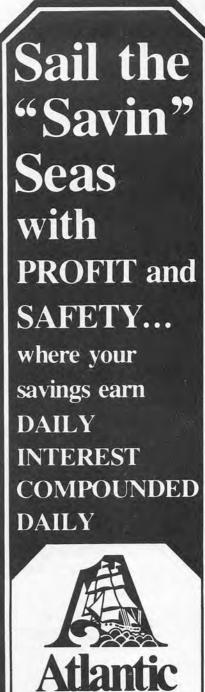
THE SERIES

COLTS vs. BILLS

(5-2-1)

1970	Colts 17, Bills	17*	1972	Colts 17,	Bills	0
	Colts 20, Bills		1972	Colts 35,	Bills	7*
1971	Colts 43, Bills	0	1973	Bills 31,	Colts	13
1971	Colts 24, Bills	0*	1973	Bills 24,	Colts	17*

*Game played in Baltimore





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Rudolph J. Cohn Baltimore G.O.



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Wayne R. Cole, C.L.U. Eugene G. Cross, C.L.U. Towson G.O.



Paul K. Dell, C.L.U. Baltimore G.O.



Milton A. Dugger, Jr. Chet A. Duke, Jr., C.L.U. Towson G.O.



Towson G.O.



Rudy Encomienda Baltimore G.O.



John F. Fell Baltimore G.O.



Humberto Forero Towson, G.O.



Hermann Happe, C.L.U. Baltimore G.O.



Donald F. Krach Baltimore G.O.



William H. Krehnbrink Towson G.O.



Thomas O. Miles II Towson G.O.



Donald J. Pert Baltimore G.O.



William H. Tully Baltimore G.O.



Carl R. Tuvin Towson G.O.



Charles E. Young Towson G.O.



Michael F. Zimmer, Jr. Baltimore G.O.

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Then fill out the coupon and send it in. We're giving away first prize 10 times! In addition to the Super Bowl IX

Halftime Crossword.

Weaving frame
 Former New York Jets and

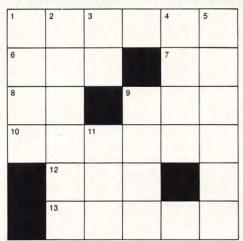
3. Initials of "Les Miserables"

Washington punt returner 11. Atlanta quarterback

4. William Shakespeare.

Baltimore coach

Bard of_



author

- San Diego wide receiver 6. Initials of 19th century American
- 7. Number two office in land 8. Out of bounds (abbrev.)
- 9. Namath's first name
- 10. Falcons running back
- _ member of the Taster's Choice family is Green Labeled Decaffeinated
- 13. Former Cleveland running back now with Oakland

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tickets and dinner with the pros. first prize includes: Roundtrip air travel to New Orleans, Accommodations at a first class hotel for three days and two nights, \$200 per couple to spend as you wish during your Super Bowl weekend.

Plus 500 second prizes-a handsome tailgate kit by Thermos, including an insulated sandwich box and a gallon jug thermos.

RULES: NO PURCHASE NECESSARY.

1. On an official entry blank or plain piece of paper, print or write clearly, your name and address Mail to: Super Bowl Sweepstakes, Box 1811, Blair, Nebraska 68009.

2. Each entry must be accompanied by either an innerseal from any size jar of Taster's Choice or a 3" x 5" piece of paper on which you have hand printed the words "Taster's Choice" in plain block letters.

3, Winners will be selected in random drawings conducted by the D. L. Blair Corporation, an independent judging organization, whose decisions are final. Limit one prize to a family. Taxes on any prize are the sole responsibility of the winner. No substitutions will be made for any prize offered.

4. Enter as often as you wish. Each entry must be mailed separately.

Entries must be postmarked by November 29, 1974 and received by December 6, 1974.

5. Sweepstakes open to residents of

5. Sweepstakes open to residents of the United States, except employees and their families of The Nestle Com-pany and its advertising and sweep-stakes agencies. The sweepstakes is void in Idaho, Missouri, and where prohibited by law. Sweepstakes par-ticipation via entry blanks distributed through retail stores is void in the states of Wisconsin, Maryland and Georgia. This sweepstakes is subject to all federal, state and local laws and regulations.
6. For a list of winners, send a

6. For a list of winners, send a stamped, self-addressed envelope to: Super Bowl Winners' List, Box 1824, Blair, Nebraska 68009. Do not send this request with a sweepstakes entry.

Official entry b	nk Yes, I want to enter the Super Bowl Sweepstakes – from the makers of Taster's Choice 100% Freeze-Dried Coffee	
	I include: the innerseal from a jar of Taster's Choice or	į
	the words "Taster's Choice" printed in plain block letters on a 3"x 5" piece of paper.	
100 100%	Mail to: Super Bowl Sweepstakes, Box 1811, Blair, Nebraska 68809 NAME	
FREEZE- DRIED DRIED COFFEE	ADDRESS (please print)	
Tasters	CITYSTATEZIP	- 1
Choice Decaffenat Choice	Taster's Choice It tastes fresh-perked.	

Something to talk the game over over.



BEHIND THE EDITORIAL SCENES

Pennsylvania, which gave the world Benjamin Franklin and Joe Namath, milk chocolate and oatmeal, and some of the most feeble sports teams of the 1950s and 1960s, is a favorite locale of PRO! writers.

Two Philadelphians, Ray Didinger and Skip Myslenski, contributed earlier efforts this year. And Philadelphia's Jim Barniak and Pittsburgh's Phil Musick have stories in this issue.



Jim Barniak

Barniak is the author of the article about the Philadelphia Eagles' drive to raise \$800,000 for construction of facilities for the treatment and research of leukemia at the city's New Children's Hospital ("The Eagles' Wing," beginning on page 10D).

"I know two people who have leukemia," said Barniak. "They were each given five years to live. One is in his seventh or eighth year, the other in his second. Each day they live and die with the hope that something good is going to happen in leukemia research.

"After doing this story I can better appreciate the anxiety they are experiencing.'

Musick's subject was 68-year-old Blanton Collier, the retired Cleveland coach who has replaced a life of football with a life of golf and tennis ("The Old Professor," beginning on page 2D).

"The day before I interviewed Blanton Collier," said Musick, "he had played two rounds of golf and four sets of tennis.

"He's not really old. He may be sixtyeight years chronologically but he is not

Earlier this year 70-year-old Dutch Clark was the subject of a PRO! story ("The 'Who's Who' as a 'Who's He?"") by Musick, a whippersnapper of 36. "Dutch is an interesting figure," said Musick, "but Collier is just too much.

"Our interview was conducted all day around the television coverage of Wimbledon. We set up TV trays in the game room and his wife fixed sandwiches for lunch. He really got excited when Rosewall came back against Stan Smith."

Football remains important to Collier, and it also figures prominently in the lives of Barniak and Musick, who are separated only by 300 miles of Pennsylvania Turnpike.

Barniak, 33, has been covering the Eagles as a general sportswriter for the Trenton, New Jersey, Trentonian and Philadelphia Bulletin since 1966. He has been a general sports columnist for the Bulletin since 1970 and has done two earlier stories for PRO!, a 1972 article on Eagles trainer Moose Detty and a 1973 effort on Syracuse University running backs in pro football.

Barniak got his start selling the Baltimore Evening Sun at the Colts' Saturday night games in Memorial Stadium in 1953.

"I was there the first game they played after they came back from Dallas in '53," he said. "I saw Bert Rechichar kick the fifty-six-yard field goal that was a record for a long time."

Barniak grew up in North Baltimore. His idol was Colts running back L. G. (Long Gone) Dupre. "He lived in the neighborhood," said Barniak. "Sometimes he played touch football with us."



Phil Musick

Musick has been with the Pittsburgh Press since 1969. The Steelers are his beat, although he writes a general sports column in the off-season.

"I was the only guy who predicted Franco Harris wouldn't make it," he said. "Close, huh?"

Musick was typing a hurried running account of the Steelers' 1972 playoff with Oakland when he looked up and saw Harris catch Terry Bradshaw's deflected

"I almost went back to work," said Musick. "I figured he'd be tackled in ten or fifteen yards. But you couldn't help notice how open that sideline was. It was incredible how quickly the game turned."

For pro football, the Golden Age was the Growing Age.



Remember "I Like Ike" and Marilyn Monroe and hula hoops and Peyton Place? Remember McCarthyism and Elvis Presley and chlorophyll and "The \$64,000 Question"? Remember Bobby Layne and Norm Van Brocklin and Hugh McElhenny and Joe Schmidt and Ernie Stautner? If you were a part of the 1950s, of course you do. Professional football came of age in the fifties, reaching new levels of excitement and sophistication and, through television, larger audiences. And now all the memories are preserved in one classic book, *The Golden Age of Pro Football*, by Mickey Herskowitz, published by the Macmillan Company. It is a book that contains over 50 photographs of the memorable names of the decade, a work that Chuck Garrity of the Los Angeles Times calls, "The best sports book I've ever read."

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and jerseys that are great for team play, backyard bowls, or just knocking around in. (Rawlings makes NFL uniforms for younger kids too. They're not for competition, but they make great gift sets.)

And for a football that plays for keeps, you'll find the Rawlings NFL 100 now on display* at sporting goods stores.

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Outside the Hotel Sato, the old Japanese Army bus huffed and puffed and belched enough high-grade pollution from what used to be its exhaust pipe to suffocate the entire silkworm population of the Island of Honshu, Gingerly, like Jason nearing the Golden Fleece, Mori-san stalked the 100 or so yards from parking lot to lobby.

He was tastefully attired in a blue business suit, a green and gold Notre Dame sweat shirt, and black and white sneakers. Mori-san had come to play.

When the telephone rang upstairs in Bill Granholm's room, his first thought was that the building was on fire. Mr. Granholm, who is the NFL's man for all seasons, had been shepherding a group of football players through Korea, Japan, the Philippines, and other assorted outposts where an American soldier appreciates a visitor from home. The soldiers were hoping for Raquel Welch but Mr. Granholm carried the day anyway. He had an edge. Who in his right mind is going to walk up to Diron Talbert and ask, "What the hell are you doing here?"

In any event, Granholm's traveling beef trust had been covering ground and air at a furious pace and now they found themselves with the luxury of a day off in Tokyo.

"Mori-san he come," the desk clerk whispered into the house phone with proper awe. "Mori-san he bring sportswriters. Mori-san he say to bring football prrayers to robby for press conference."

Mori-san takes a little explaining here. He is a kind of Peter the Hermit with goal posts. He is the inscrutable East in search of the scrutable West. He is Irwin Shaw in a kimono fantasizing an "80vard run." When the One Great Scorer comes to mark against Mori-san's name, he'll write not that he won or lost but whether he ever played the game.

He is the man-he insists-who will bring a brave new world to professional football...a world of cherry blossoms and tea houses and August moons, suspended over 80,000-seat stadiums.

Mori-san is the publisher of the only football magazine in Japan. To have a football magazine, logicians are quick to point out, it is most helpful to have football players. Mori-san, therefore, is the coach, owner, general manager, equipment man, and trainer of the Sidewinders, the only semiprofessional football team in Japan.

He is also the fellow responsible for



promoting intercollegiate football in Japan and the man who brought an allstar college team to California a while back. The results of that particular series are not worth noting. Even Mori-san isn't perfect.

Mr. Granholm's reactions to the telephone call were somewhat mixed. He had been sound asleep, a luxury not accorded in large quantity on this tour. Japan has a dandy air of the exotic to it. It is a nation of surprises. When a guy gets a surprise wake-up call, he can expect a lot of things. One of the things he does not expect is to have the Knute Rockne of the Rising Sun on the other end of the line.

"We've got a press conference," Mr. Granholm told Art Thoms, who was snoring in a nearby bed with all the restraint of a wounded water buffalo.

"Mmmph...glllup...mmmmph," Mr. Thoms replied, pulling the covers back over his head.

Clearly, whatever Mr. Mori was going to accomplish this day was going to have to take place without the help of Mr. Thoms. Through gentle persuasion, Mr. Granholm was able to arouse Jim Mandich and Diron Talbert. Red-eyed, disheveled and not very happy, the trio went down to meet the George Halas of the East.

"It was," Mr. Granholm recalls, "the most remarkable press conference in history. The writers spoke only Japanese. We spoke only English. It lasted for fortyfive minutes. There was no interpreter.



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2. Winners will be selected in random drawings conducted by V.I.P. Services, Inc., an independent judging organization, whose decisions are final

3. Grand Prize, to be awarded to the winning entry, includes round trip air travel for two from winner's home city to New Orleans, La., hotel/motel accommodations in New Orleans for three days and nights including meals. Two reserved seats at Super Bowl IX on January 12, 1975, plus \$5,000. The Paris portion includes air travel from New Orleans or winner's home city to Paris, return to winner's home city, hotel accommodations in Paris for 6 nights, 7 days, including meals. Alternate Equivalent Grand

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4. 779 additional prizes will be awarded: 4 First Prizes - Magnavox 19" (diagonal) Color TVs, Videomatic Model CD 4360-Retail Value \$457.15 each; 25 Second Prizes - Magnavox Stereo AM/FM Receivers with 8-Track Player, Model No ED1900-Retail Value \$159.95 each; 750 Third Prizes — Kodak Pocket Insta-matic Cameras, Model A10-RE — Retail Value \$24.95 each

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7. All winners will be notified by mail. A list of winners will be furnished, two months after the close of the contest, to anyone who sends a stamped, selfaddressed envelope to: "Eveready" Winners, P.O. Box 203, Pound Ridge N.Y. 10576. Please do not send entries

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UNION CARBIDE



Now I know how Alice felt when she tripped over the looking glass."

Mori-san opened his jacket wide to reveal the Notre Dame sweat shirt. Granholm grinned. Mori-san grinned. Talbert grinned. Mandich grinned. The writers grinned. If you didn't know better you would have thought the whole thing was an ad for National Dental Health Week.

There was, thanks to a certain amount of English vocabulary that surfaced with one of the writers, a brief exchange.

- "How big?" the guy asked Talbert.
- "How big what?"
- "How big you?"
- "Very big."

"Aaaaaah so...aaaaaah so...very big!" The writer grinned. Talbert grinned.

Mandich grinned. Mori-san grinned.

Somewhere in all of that there was a message.

Granholm has yet to find it.

That was some time ago and Mori-san fights on today. As Ibsen (the playwright, not the linebacker) once put it, "He who stands alone is strongest," At the moment, therefore, Mori-san has to be the strongest guy west of Honolulu. He remains convinced that pro football will come to Tokyo.

As an act of pure, unmitigated faith, he has named his son and heir Unitas Mori.

This is marvelous for dedication and principle. It is dandy for man's proof of purpose and sincerity. One also suspects that it will do physical wonders for Mori-san's son and heir.

With a name like Unitas Mori he must surely become either the toughest kid or the fastest runner in his grammar school.

Later this season: Europe on Ten Yards a Day (or Travels With Bill Granholm, Cont.)

Jerry Izenberg is a syndicated writer and sports columnist for the Newark, New Jersey, Star Ledger

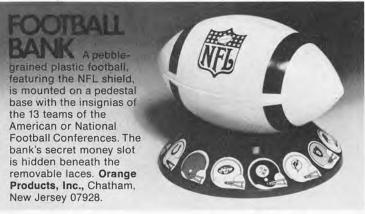
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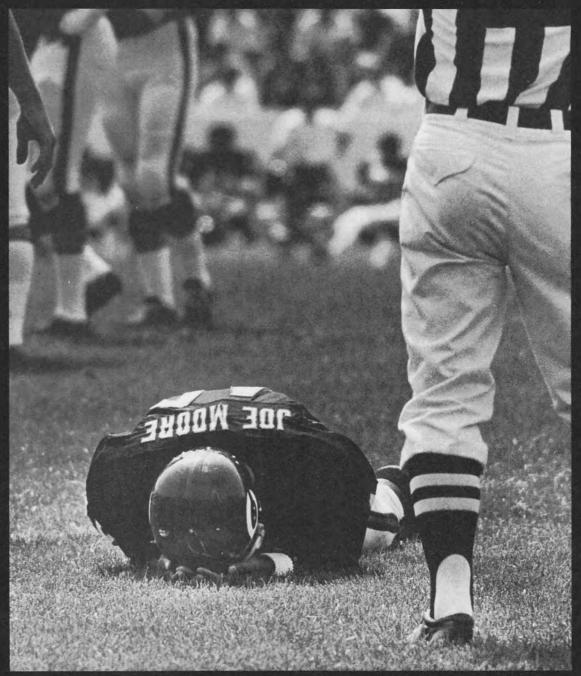
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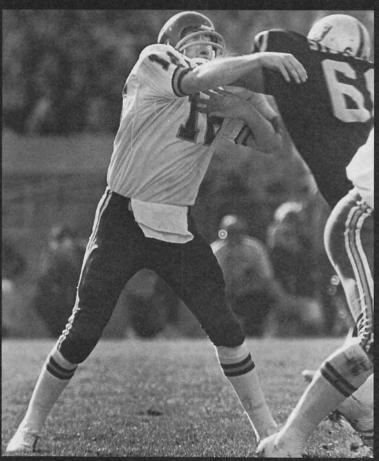
Joe Moore, Chicago

"Football is a Game of Pain, And You Must Endure."

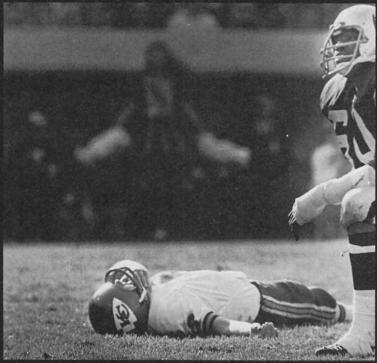
A Portfolio by Rod Hanna

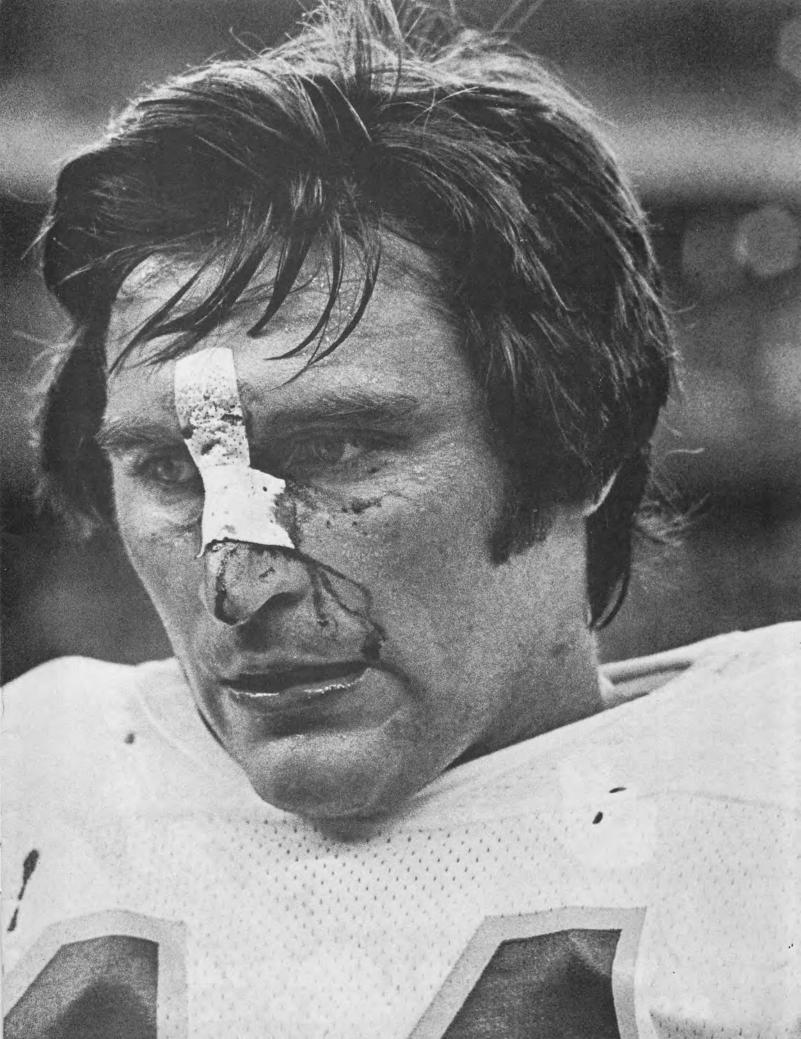
-Len Dawson

Suffering is a part of life. To hurt is human. Anguish, distress, discomfort...they are all there in the hitting world of pro football. Len Dawson has known each in varying degrees of severity (one example of which is shown on the following page). And, yes, he has endured.



Len Dawson, Kansas City







We'll make you a smoother drink or our name isn't Smooth as Silk Kessler.



Roone Arledge holds the world record for the largest African cape buffalo ever shot...which figures. When Roone Arledge does something he usually does it big.

As president of ABC Sports, Arledge was a pioneer in the televising of track and field meets from Russia to the United States via satellite. He also was instrumental in the creation of the widely acclaimed "Wide World of Sports," in the televising of three Olympics, and in televised football on Monday nights.

It was Arledge who made reality out of the idea of televising National Football League games in prime time on a weekday night. Commissioner Pete Rozelle had maintained for years that there was a vast, unexplored audience out there ready to be entertained. His idea was met with a large dose of skepticism and warnings of over-saturation and housewives' rebellion. But Arledge endorsed Rozelle's claim, signing a contract in 1970 to have ABC televise an NFL game each Monday night during the regular season.

The rest is legend. "Monday Night Football" became one of the dynamite sports shows of all time and Arledge's broadcast booth threesome became celebrities of colossal proportions.

It was Arledge who put together the Monday night telecast team of Howard Cosell, Don Meredith, and Frank Gifford. At the time of this interview, he was zeroing in on the successor to Meredith, who signed a long-term contract with NBC last winter. His final choice was Fred Williamson, once an NFL player and now an actor.

While ABC's coverage of NFL football is in just its fifth season. Arledge and the network long have been connected with football. ABC telecasts NCAA college football and its television contract with the American Football League in 1960 was among the principal reasons the league survived.

When the original Monday night trinity was formed, did you have any idea that the mix of Meredith and Cosell would be so successful?

"I'd like to say I did, but no. When the original contract was signed with the NFL, we insisted that the league would not have announcer approval. The first announcer we hired for the Monday night telecasts was Howard. It was partly because we wanted to show that we meant it about independence in picking our people. Howard was a controversial figure and there was some opposition to him. I didn't know Don Meredith personally. Frank Gifford, who was then working for CBS, recommended him to me. The first reaction to Cosell by the viewers was enormous. We used to get stacks of mail in the middle of the week after each game. Most of it was about Cosell. Howard could enrage people... still can.

"To Middle America, he was and is a representative of the East, liberalism. New York, and all they thought those things stood for. Meredith became a favorite of those people because he played off Howard. His needling delighted the audience, particularly that part of it that reacted negatively to Cosell."

What about the third man in the booth, the play announcer?

"What we wanted from the play by play man that first year was for him to be a glorified public address announcer. We wanted him to set the scene, tell where the ball was, the down, all the other pertinent information. The comment was to be left to Cosell and Meredith.

"It took a special kind of announcer to do it, one whose ego could accept that kind of role. A lot of announcers couldn't have accepted it, but Keith Jackson did the job superbly."

There was a lot of criticism the next

year when you replaced Jackson with Gifford. Why did you do it?

"We had changed our minds about the play by play man. We wanted someone with recognized football expertise. In the standard situation, if Miami were playing Detroit, the play by play announcer would point out that 'Paul Warfield is split out to the left, with Lem Barney covering him for the Lions.'

"The color commentator then would tell the viewers that Barney customarily played Warfield tightly, would give him the inside to overplay him on the outside...some technical information like that. What we wanted was a play by play man who could do that. We wanted him to tell the viewer quickly that 'Warfield is split out to the left, with Lem Barney covering him...Barney customarily plays Paul tightly and will give him the inside to overplay him on the outside.'

"That would set the scene quickly and provide expertise at the same time, allowing Cosell and Meredith the opportunity to say what they wanted to say. Few announcers had the type of skills we were looking for. We felt that Gifford, who had never done play by play before, could give us what we wanted. We're very happy with what he has done.

"But telling Keith we were going to make the change was one of the toughest things I've ever done, particularly since the news leaked out beforehand. It's a funny thing. There was so much sympathy for Jackson after the switch, that he received more recognition for his talent as a pro after being dropped from Monday Night Football than he ever had before."

What did you look for in a successor to Meredith?

"A man who was an individual personality in his own right, who would be instantly recognizable to the public."

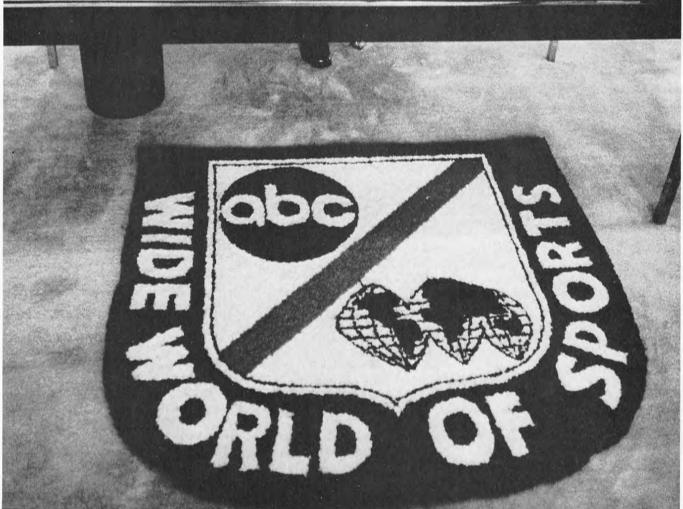
In other words you were looking for that mix again?

"Yes. Just being a funny man or an expert wasn't enough. What we had to be sure of when we considered him was whether he could play off Howard."

What makes Cosell such a controversial announcer, one who stirs such strong emotions?

"Four years ago an amazing amount of our mail wanted to know why we had hired a boxing announcer to do our football games. This puzzled us, since Howard really was never known as a boxing announcer in television. He had





done a half dozen or so fights for us, but his reputation had never been primarily that of a boxing man.

"Another reason for him becoming controversial was that he did a reporting job on the games. For years and years the other networks had treated the NFL as something sacred, with nothing about it to be criticized.

"We didn't take that approach. The first game we televised was between the Jets and the Browns. In the course of it Cosell mentioned that Leroy Kelly was not a factor in the game. We got tremendous feedback for that little bit of criticism. That kind of thing had been written about for years in the newspapers as a matter of course. But to hear a sportcaster say something like that shocked people."

Has Howard mellowed in the last few years?

"He has. Despite his style, Howard is a sensitive person. Like all of us, he likes to be liked. He didn't enjoy the abusive letters. But rather than him mellowing on the air, I think it's a matter of sports journalism growing on television. I think you are hearing more criticism, more candid comments on the other networks now. When Howard is reporting on something, it doesn't sound as shocking to people as it did a few years ago."

Has sex appeal in the broadcast booth paid off for ABC?

"I don't know if you could call it sex appeal. Star quality, maybe, or charisma. But whatever it is, it's paid off."

Is there evidence that "Monday Night Football" created new fans for the league?

"I can only point to the way living routines of life were interrupted, restaurants closed, meetings postponed, things like that, as a result of the Monday games. I'm not sure that we have ever measured whether there are more women who watched NFL football than ever before, but I think the NFL officials are satisfied."

Will the new playing rules have an impact on your viewers?

"I think they will have a big impact. Everyone seems to agree a lot of the excitement had gone out of pro football over the last few years. I think the college game has often been more entertaining recently. Pro football needed something, and I think some of the new rules will put a lot of the excitement

back into it the professional game."

Do televised sports burn up broadcast talent as quickly as it's burned up by variety shows and talk shows?

"I think the talent does get used up, but much slower than in other parts of television. The reason it is slower is that the main attraction is still the game. The game is the star, not the telecasters."

You had just joined ABC from NBC and were second in command of the sports department in 1960 when ABC signed its original television contract with the AFL. That contract probably kept the new league in business for the first few years. Had it been your decision, would you have signed the contract?

"Given the same conditions—pro football not in a lot of major markets around the country, NFL football televised only by CBS, our own network without any football—yes, I would have signed that original contract. But I wouldn't have signed the one NBC signed with the AFL in 1964."

Why?

"With championship game rights added, the AFL's contract with NBC was for forty-two million dollars. It caused inflation in televised sports. After that contract you would go in to negotiate an ordinary, one-day auto race and they would say to you, 'If the AFL is worth forty-two million, we should get at least five hundred thousand dollars for this race.' I don't think NBC made a profit off their football telecasts until recent years.

"But I'll say this about the AFL: It caused the creation of the last ten or twelve things that caused any real excitement in pro football."

Innovation in football telecasts must have been comparatively mild for you after some of your earlier tasks. What was it like to telecast the first international track meet from Russia?

"Our first problem was in finding that the technical equipment we needed for the telecasts was not available in the Soviet Union. The second problem was flying the stuff into the country with ourselves in nonheated cargo planes, then, upon landing, finding that we had to deal with the Commissar of Transportation. We ended up having to assign a man to sleep with the equipment at the spot where it was unloaded at the airport, then build a shack outside the stadium to house it."

When you are televising something like an Olympics or a special event on "Wide World of Sports," how do you operate in a country where you may not have televised before?

"It can be unpredictable. Before the Winter Olympics in Innsbruck it was necessary to have a long, technical meeting between our own engineers and their Austrian counterparts. We asked the head of the Austrian group if he wanted us to supply an interpreter, but he said, no, it wouldn't be necessary. So our engineers went on for hours, explaining what they would need and the Austrians would just nod and shake their heads. Finally, the head of the group looked at his watch and said, 'The hour is getting late and I think it is time to say hello.'"

Is language your biggest obstacle in operating in a foreign country or are there problems in life styles?

"There are some misunderstandings that have nothing to do with language. Geoff Mason, who coordinates production on what we do before we get on camera, had an important meeting scheduled in Munich one morning, so when he turned in the night before, he called the hotel operator to leave a wake-up call. He decided to play it safe, so he left two calls - one at 7:15 and one at 7:30. When he explained what he wanted to the operator there was silence on the other end. He then explained very carefully again that he wanted one call at 7:15 and another at 7:30. 'I understand,' she responded, 'but which one do you want first?""

What ground remains to be broken in televised football?

"Technically, not too much in the line of things like instant replay. I think most of the ground that remains to be broken will have to do with the announcers. It will be improvement in their work."

Has pro football reached its peak as far as television is concerned?

"It hasn't reached it, unless it is overcome by its troubles—labor problems that take away a lot of the mystique of the sport, possible saturation on television if football is carried too many days of the week and for too long during the year. If the problems can be solved, the golden age hasn't been approached yet."

Larry Felser has covered professional football for the Buffalo Evening News since the AFL began play in 1960.

THE LAST MILE Illustration by Don Weller

They say the rookie year is the toughest in professional football. Fraught with uncertainty; filled with lonely, painful anxiety; an ordeal where mind and body frequently tug in opposite directions—one longing to stay in the game, the other favoring the simplistic security of the outside world, where you don't have to sing for your supper and you don't have next week's cutdown hovering above your head.

But if the rookie year is all that, then what is the last year of a pro football player's career? It, too, is a year of uncertainty and fear but, in a sense, it is much worse. At least the rookie has a strong, lean 21-year-old body and the confidence that if things don't work out in this training camp there are always other camps and other chances. But the old pro doesn't have a future as much as he has a past. His place on the roster is justified more by plays he made five or six seasons ago than the ones he is likely to make today and tomorrow.

The old pro has the proof of his long, distinguished career. He carries it with him everywhere. There is the Super Bowl ring on his right hand. He won that, let's see, must be six years ago. Geez, has it been that long? There is the Pro Bowl wrist watch he wears on his left arm. That goes back five seasons now. That was a good game, the old pro will say, because he was voted the outstanding lineman. Blocked two field goal attempts, sacked Jurgensen three times, and recovered a fumble to set up the winning touchdown. "They gave me the game ball," he says. "I have it home somewhere."

There are other mementos he will carry forever. Like the long, ugly L-shaped scar that runs alongside his right knee. He got that being clipped pursuing a screen pass a couple years back. Cost the offense 15 yards; cost him an entire season. Then there are the two matching scars, about seven inches long, that form a scraggly semicircle around the other knee. He got that just a year ago at training camp when some rookie free agent cut blocked him in a half-line scrimmage. The doctors stapled the damn knee back together with some wire and some transplanted muscles and told the old pro he would have trouble coming off the ball hard to his left from now on. It wouldn't take long for the word to get out around the league. Run to his left and hook him inside. Run it all day.

The old pro is competing against two other players for the defensive end job.



One candidate is last year's starter. A big guy without too much speed but pretty fair strength. Seems to handle running plays okay, but his pass rush is poor. Constantly tries to overpower the blocker rather than finesse him so the good tackles keep him bottled up all day.

The other end, though, is a rookie from one of those small black colleges. Real rangy kid—about 6 feet 5 inches, 245 pounds—with tremendous quickness. Gives the tackle one head slap and he's gone. The coaches have got him on a weight-lifting program to bulk him up and they're talking about his "great potential." That means they might not be counting on him to play much for another year. It could be the old pro will move into that starting spot for this one last season, then make way for the rookie.

The old pro doesn't fit into any of the clubhouse cliques and part of the reason is his competition for that spot on the defensive line. The veterans are pulling for last year's starter because he's a popular guy who stuck it out patiently for almost two years on the taxi squad waiting for his chance. The other firstyear players, naturally, are pulling for the rookie. At night, when it comes time to grab a beer, the old pro might have trouble finding somebody to drink with. He'll sit at the bar, smoking a cigarette and remembering the joys of being 24 and one of the gang. The splendor of being young and strong and able to

straighten your legs in the morning without groaning.

But when the first preseason game comes and the coach decides on his starting lineup, the old pro is at left defensive end. And, for a brief moment, he reaches back into his very soul and finds the adrenalin he thought had dried up four years and two knee injuries ago. As he lines up for the first play, he knows they are coming his way and he is glad.

The play is a quick pitch to the half-back moving toward the old pro's left. He bounces out of his three-point stance and slips between the tight end and tackle without losing a stride. His 34-year-old legs are driving off the ball quicker than anyone on the field. He wards off the fullback's block with his hands and launches himself at the ball carrier's waist. There is the clattering sound of pads slapping together, then the solid grunt of contact. The back falls backward and the old pro lands on top of him.

"Second-and-eleven," he hears the referee say.

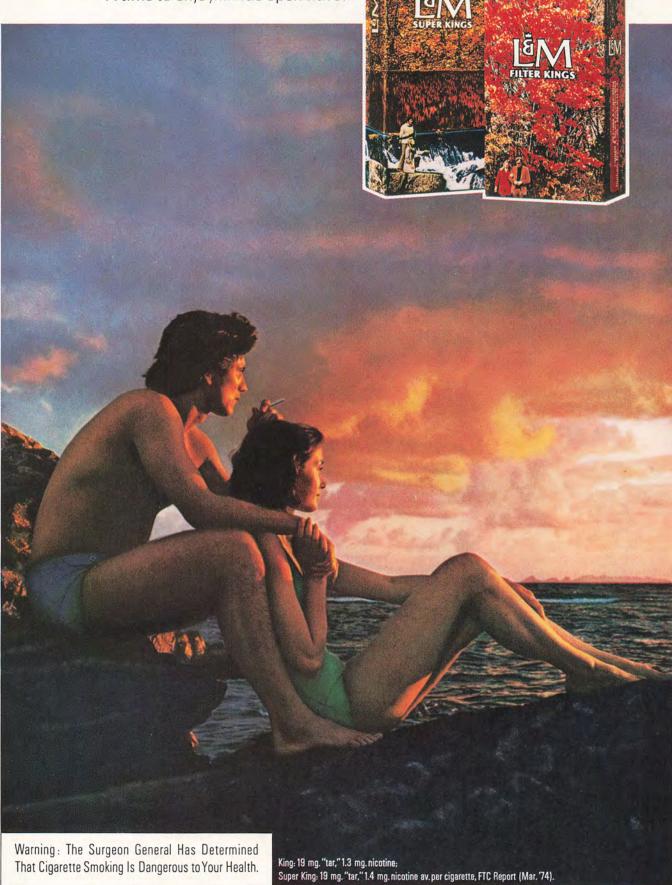
He returns to the defensive huddle and his teammates are smiling at him. "Helluva play, man," the middle linebacker says. "Helluva stick."

"Way to play, all-pro," says the cornerback.

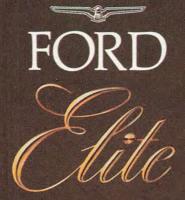
And, for the first time since training camp began the old pro finally realizes why he wanted to play this one more season.

-mcg.

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Elite, the personal luxury mid-size that's Thunderbird inspired, from its classic grille to its unique twin opera windows. And in the Thunderbird tradition of value, Elite gives you luxury standards like vinyl roof. SelectShift Cruise-O-Matic transmission. Power steering. Power front disc brakes.



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Elite's optional luxury interior featuring knit cloth upholstery. Shown above—the Ford Elite with optional deep dish wheels, WSW tires, deluxe bumper group and accent stripes.

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We've just mugged Mrs Filberts

in poppy red, citrus yellow, sunset orange, brittany blue and lime green. We used a sturdy, durable plastic to make sure each mug was dishwasher safe.

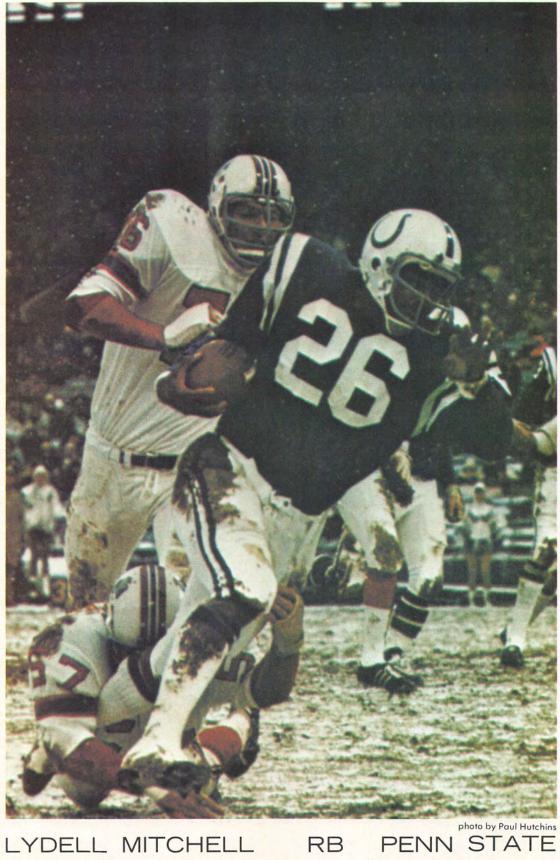
Then we filled the mugs with a handy halfpound (8 ozs.) of fresh, sweet Mrs Filberts Soft Margarine.

Act now and start your collection. After you've enjoyed the margarine, you can enjoy the mug.



The Mug, from Mrs. Filbert's, great for hot or cold drinks an those **Colt** Sundays.





LYDELL MITCHELL RB

HALFTIME ENTERTAINMENT



THE BALTIMORE COLTS' MARCHING BAND



The Baltimore Colts' Marching Band joins today with the bands from three Maryland high schools — Dulaney, directed by William Sarangoulis; Glen Burnie, directed by Harry Ruder; and Howard, directed by Jim Johnston — in a rousing half-time presentation.

The combined bands will feature "March Grandioso," "Give It One," and the spectacular "1812 Overture" by Tchaikowsky. Joining the bands for the rousing finale will be three 105-millimeter Howitzer cannons from the Second Battalion 110 Field Artillery Maryland Army National Guard from Pikesville under the command of Lieutenant Colonel William R. Brown.



Captain Don Haynes will direct the firing of the Howitzers, which weigh two tons and have a range of seven miles.

After the game meet the stars.

"The Cheese Sirloiner," and Kentucky Fried Chicken. They're starters on the all-star line-up at Gino's. The only line-up in the league that boasts an all beef frontline made of 75% sirloin. And a backfield of world famous Kentucky Fried





ART DONOVAN

When Art Donovan was a boy, his athletic idol was Alex Wojcie-chowicz, the center on Fordham's famous "Seven Blocks of Granite" line.

"I used to serve as an altar boy at six o'clock Mass so the priest would give us tickets to Fordham's practice," Donovan says. "Once a year, my mom would give me money to go to the theater to see the team introduced in person. The only reason I was there was to see Wojie. He was such a great player."

Understandably, three decades later, as he was inducted into the Pro Football Hall of Fame, Dono-

van wept unabashedly. For being inducted that same day in the class of 1968 was Wojciechowicz.

"This is unbelievable. I don't think I've ever had a greater thrill," Donovan said. "This is the first time I've had a chance to really meet him and here we are becoming members of the Hall of Fame together."

Between the time Donovan as a teenager followed Wojciechowicz's career and 1950, the year he launched his own and, coincidentally, the same year Wojciechowicz retired, there was little in Donovan's personal history to presage

the kind of athletic stature he would soon attain.

The son of a famous boxing referee of the same name, Donovan's first love was baseball but he discovered he was too slow for the game and settled on football instead.

"The only way I could get past first base was to hit the ball out of the park," Donovan says.

His early football career was less than sparkling. As a member of the Mount St. Michael's high school team from the upper Bronx, he didn't even make the all-metropolitan team. He then delayed his college career to serve two and a half years with the Third Marine Division in the Pacific.

Donovan had enrolled briefly at Notre Dame before entering the service, but, upon discharge, he opted for Boston College. He played on a team that produced 14 professional players. A teammate and fellow tackle, Ernie Stautner (also a member of the Pro Football Hall of Fame), gained most of the attention. Donovan had to be content with a second team berth on the all-New England college squad one year.

He was bypassed in the regular 1950 draft, but the Baltimore Colts finally selected him in a supplemental draft in June. He signed for \$4,500 and began training camp as a 26-year-old rookie. Donovan made the squad but there must have been times when he wished he hadn't.

The 1950 Colts set an all-time record for the number of points allowed in 12 games, 462. Baltimore fans stayed away in droves and the franchise failed. Donovan was picked up by the Cleveland Browns for 1951 but was traded to the New York Yanks before the season started. The Yanks suffered as badly as the Colts had the previous year.

In 1952, Donovan's team was the ill-fated Dallas Texans, who folded by mid-season and finished the year as a road team. Donovan suffered the only major injury of his career, a broken leg, but still missed only two games. "I had to play," he explains. "The Texans didn't have anyone else to use."

After three years with three different teams, Donovan had seen his teams' defensive units yield 1,269 points in 36 games. The cumulative record of Donovan's three teams was 3-31-2.

It is certain no future Hall of Famer ever experienced a more dismal beginning to his pro football career.

The tide began to turn for Donovan in 1953. The Dallas franchise was moved to Baltimore, where the new Colts were blessed with an energetic, progressive owner, Carroll Rosenbloom.

A year later, Weeb Ewbank became Baltimore's head coach and he brought with him an assistant, Joe Thomas, to construct a defense. In Donovan's opinion, this was the turning point of his career.

"Joe set up a new defense and that kept me in the league," he says. "When I first entered pro football, the defensive tackle was supposed to charge right through the line and get the quarterback or ball carrier. I just didn't have the speed. When the system of 'reading' or 'keying' was introduced, my future was assured. In this system you let the offensive man make the first move. If you studied him, you could tell whether the play would be a run or a pass and where it would go. The initial charge didn't count any more. You had to be strong and I was strong."

Under Ewbank's guidance, the Colts were rapidly developing toward their glory years of 1958 and 1959, when they won back-to-back NFL championships. As Baltimore developed, so did Art Donovan.

"Art is a pro's pro," Ewbank once said. "He's got one thing every great player must have — pride. We grade the performance of every player after every game and Art always is the first to ask how he did. He's never satisfied. He always is trying to improve."

Donovan won his first all-star honors ever when he was named to the all-NFL team in 1954 and he followed with all-league distinction in 1955, 1956, and 1957. During that time, he played in five straight Pro Bowl games.

He became the complete defensive star. He rushed the passer, read the keys, closed the middle, split the double-team blocks and followed the flow of the play. He had the reputation of being almost impossible to trap block.

Donovan proved the perfect complement to Baltimore's other celebrated defensive tackle, Gene (Big Daddy) Lipscomb. While Big Daddy was roaming the field, Donovan contented himself with steadier, more intelligent execution of his job. Yet he still was in most of the big plays.



Donovan and Lipscomb teamed with Gino Marchetti and Don Joyce at the defensive ends to give the championship Colts an awesome front four. Donovan, at 34, was the "grand old man" of the team and gained great satisfaction in knowing that he had been a vital part of the Colts' entire period of growth from the bottom to the top of the league.

As great as Donovan was on the field, many feel he was at least as valuable to the Colts as a morale builder. His gifts to the Colts were laughter, amusement, and comedy and it was always at his own expense. Perpetually the brunt of Colts' jokes, Donovan would feign anger, then shout down his tormentors with Marine-acquired lan-

guage, but his teammates realized he always was kidding.

Even Donovan's well-publicized weight problem turned out to be a Colts' morale booster. Donovan reported to camp at 309 pounds in 1954 but Ewbank quickly saw to it that, in the future, Art's contract would call for a heavy fine if he reported over 270 pounds. Weighin time with Donovan involved was always a festive training camp occasion for the Colts.

The stipulation kept Donovan's weight in line but it never improved his speed. Ewbank used to weed out his rookies by racing them against his star tackle. "If you can't beat Donovan," he warned, "then you can't make this team."

Donovan was as popular with the fans of Baltimore as he was with the players and press. He was always willing to attend boys' clubs, service organizations, or church group functions without a fee of any kind.

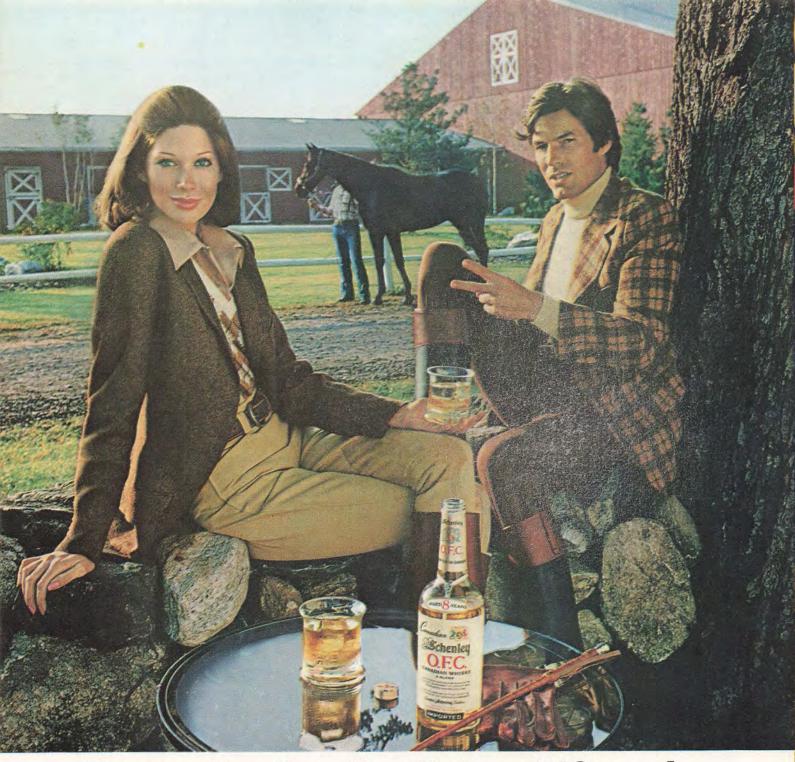
Donovan reported to training camp for what would have been his thirteenth NFL season in 1962, but Ewbank had a younger man ready for his defensive tackle spot. Reluctantly and with a certain amount of bitterness, the 37-year-old Donovan decided to retire.

He wasn't forgotten. Two weeks later, the fans held a special "day" for him with the usual trimmings — the presentation of a car, numerous gifts, the reading of telegrams from around the nation and the retirement of his number 70 Colts jersey.

Choked with emotion, Donovan thanked the city and the team that had done so much for him and, in conclusion, he said:

"Up there in heaven is a lady who is happy that the city of Baltimore was so good to a kid from the Bronx — her son."

It was, as one veteran football writer observed, the end of a very special era. "The Colts will never be quite the same again," he wrote. "There'll never be anyone again who will do exactly what Art Donovan did for Baltimore!"



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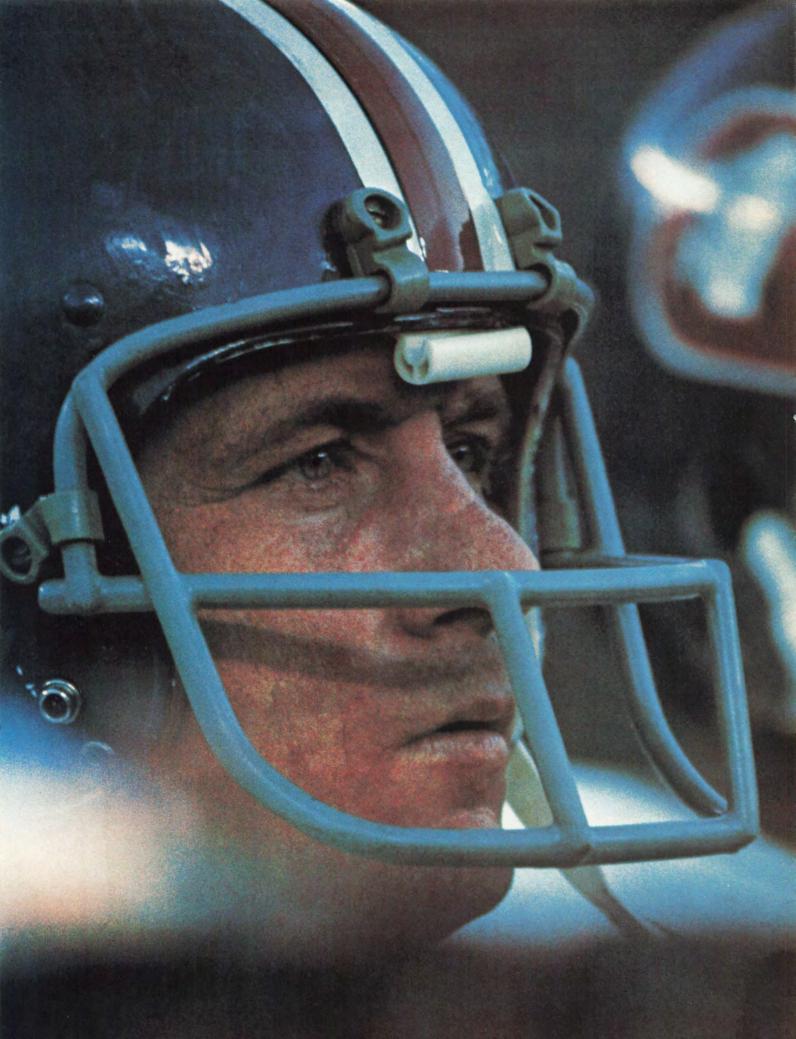
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A Doctor in the House

by Mickey Herskowitz

Injury reduced Charley Johnson's brawn but not his brains and the thinking man's quarterback has emerged again.

It is entirely possible that Dr. Charles Johnson, the gray eminence of the Denver Broncos, is the most over-educated fellow ever to fling an intercepted pass. Naturally, you think of the 10 years of post-graduate work, and the long string of letters after his name, and a brain so filled with equations it is a wonder it will fit inside his helmet.

In the field of academe, Johnson ranks with Dr. Frank Ryan, the last PhD. to play quarterback in the NFL. Ryan, who described himself as a geometric function theorist, retired in 1971 to establish an office of computer information for Congress, making him that rarest of modern professionals, a doctor still willing to make a House call,

But Charley Johnson has an edge. Forget the years of classroom labor, the long hours in a white smock bent over test tubes simmering with exotic potions. Charley's education included a full year of study - as a kind of college of One under professor Bobby Layne, the noted lecturer on human behavior, handoffs. and the science of third-and-long. Now, this wasn't F. Scott Fitzgerald showing Sheila Graham which fork to use. But the relationship was close, and at the time unusual, and Charley learned from it. The scene was St. Louis, the year was 1965, and what a dramatic contrast they must have made, these two Texans from opposite worlds.

There was Layne, a legend: flamboyant, fiercely competitive, impulsive, always living for the moment. And Johnson: studious, sensitive, methodical, thinking years ahead.

The Cardinals, in 1964, had lost the Eastern Conference title to Cleveland by a half game, then defeated Green Bay in the Playoff Bowl at Miami. Charley Johnson looked around and noted that no one on the club, or the coaching staff, knew more about playing quarterback then he did—and he had just finished his fifth season.

"I decided," he said, "that my lack of experience had hurt our ball club, that we were not getting the quarterbacking that might be available. There were things I could do well. We moved the ball. But I felt I was ready to learn from someone who had played a lot of years, who had been successful. I went to Wally Lemm and asked if he knew of anybody who could come in and spend a year with us, who had actually been there. A lot of things had been happening to me on the field, that I was reacting to without knowing why. I didn't know what I should have been doing, and no one on our coaching staff even understood what I meant."

Wally Lemm was not the kind of coach who resented a player showing an interest in the team. He immediately placed a call to Lubbock, Texas, and a few weeks later Charley was shaking hands with Bobby Layne. If he had entertained any worries about how they would mix - the volatile old pro and the modest young scholar-Layne soon dispelled them. "Any doubts I might have had," says Johnson, "he laid 'em all to rest when he came in. He was so happy to be there. He floored me. He said he'd have given up anything for the chance to join the Cardinals and work with me. I was flattered. He won me over completely. I think Bobby was sincere. He thought we had a chance... and we did. I knew I could talk to him. I had played against him at the end of his career. The safety blitzes had just come in, and some of the other blitzes were new and had really gotten to him. But he knew the thought processes we ought to go through, and we could talk about those things."

Whenever Charley wasn't in class, or in the chemical lab at Washington University, he was with Layne. They talked, they diagrammed, they compared. Bobby drilled into him the importance of establishing a running game, of setting up the pass, of creating a rhythm. If a quarterback throws three consecutive incompletions, he said, you may have used up only 20 seconds on the clock. "Now—boom—your defense has to go right back in there again, their tongues hanging out."

One of Charley's problems had been not knowing how to reduce the pressure, when the team was tense and the air seemed to have been sucked out of the ball park. "Bobby would tell me, 'Just give it to the fullback up the middle.' And I learned the value of doing something like that to release everybody's tensions." Layne also pointed out that one wrong play can lead to a series of bad ones, and if you are not sure what to do, "Throw the ball to your grandmother in the fifteenth row."

It was a classic arrangement, of course, similar to a young law student sharing Bernard Baruch's park bench. And to complete the story, the Cardinals should have won the championship, with Charley Johnson performing wondrous deeds, while Bobby Layne looked on from the sideline, a small puddle forming in his baby blue eyes.

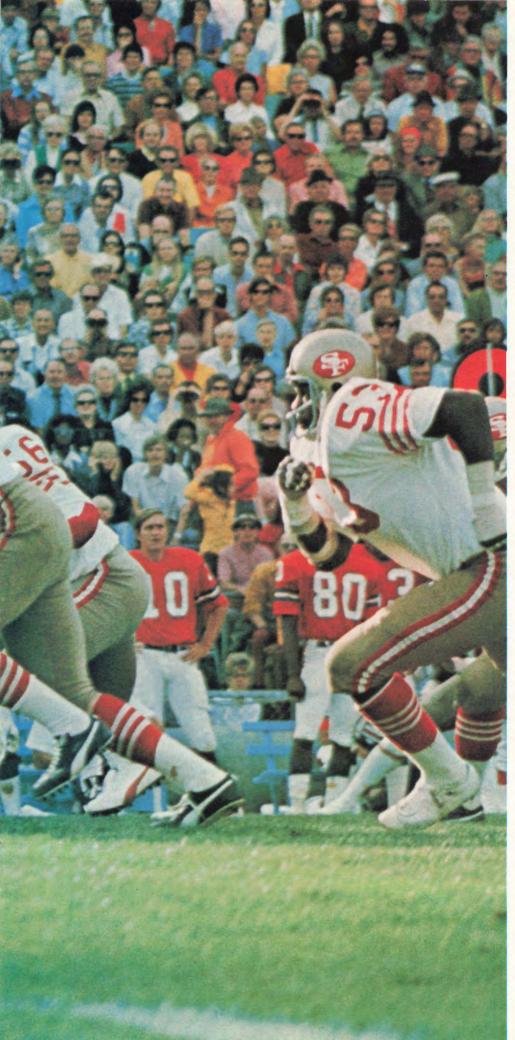
It didn't quite work that way. Unfortunately, real life isn't a movie. The Cardinals had won four in a row, after an opening loss to Philadelphia, and the writers were hailing Layne as a kind of Svengali. Then it happened. "I got hurt in the fifth game," Charley remembers, "and the whole thing fell through. I separated my shoulder, missed a week and tried to come back and play in our seventh game, in New York, against the Giants. I tried, but I wasn't worth a lick. We had a first down at their fourteen in the last minute and couldn't get it in. We lost fourteen to ten.

"I've got some fond memories of Bobby and me bawling in New York that night. I stayed over for a speech and Bobby decided to stay behind, too. We just couldn't believe that everything we had talked about and worked for, through training camp and the first month of the season, had fallen through. Been wiped out. But we both knew it was, I wasn't going to be able to play, and our club wasn't going to reach the goals we had set. It was pretty frustrating. I remember Bobby hired a limousine and got a pocket full of money and his main man drove us around. We went to a bunch of places, and that's about all I remember,"

It's a little like Dean Martin's line about why he drinks. "I drink to forget." What are you trying to forget? "I can't remember."

If any one word can characterize the career of Charley Johnson, the word would be frustration. The 1974 season is





"You have to know the way John Ralston operates," says Johnson. "The Denver players accepted me as the new leader before he did. That's John's way."

his fourteenth, and he ranks among a handful of active quarterbacks who have passed for more than 20,000 yards. Yet he has never played on a team that won a title, and his career has been interrupted by 10 operations and an army hitch that occurred just when his skills had begun to mature.

It should be admitted now that Charley is one of those athletes about whom writers lose their critical faculties. There is no anger or malice or meanness in him. He could have been the prototype for the Boy Scout oath. He has a disarming way of making football sound as though it were played by people, instead of computers, a sport in which personal feelings do count.

But you ask him why he puts up with it, why he came back from surgery on his shoulders (four times) and his knees (six times), why he persisted in playing a boys' game when he had all that knowledge in his skull, and Charley tells you: "Each time it was the people. In 1965, in St. Louis, it was the overall club, which I thought had a chance to be so good, when I hurt my shoulder. In '66, after I had my first knee operation and went into the army, I wanted to come back for the same reason...the same guys and, I thought, the same potential.

"Then the Cardinals began to deteriorate, and after Wally left, my relationship with Charley Winner reached a point, I felt, where it was hurting the club. The trade to Houston kept me going. A desire to play again for Wally Lemm and help fulfill the dream he had of building a winner there. That kept me going through '71, through surgery twice to my right knee. By 1972 I had accepted in my own mind a backup role to Dan Pastorini and Lynn Dickey. It made sense for the Oilers to go with the young quarterbacks, and I felt they were ready to receive and understand the things I had learned from Bobby Layne. I was looking forward to it. Then I got traded to Denver. And I had the great fortune to find myself in the right situation in Denver, with a young team and a fantastic coach."

The last reference is to John Ralston, whose energetic stewardship has brought cosmic changes to the once pathetic Broncos. But Charley did not exactly find himself greeted in Denver by an

Johnson is so unpretentious that after each of his 10 operations he thanked everyone at the hospital, even the guy who was carrying his bed pan.

open car parade, with the citizens lining the streets and showering him with rose petals. He was, after all, an aging quarterback with uncertain knees and he had an IQ that would make most coaches nervous.

"Ralston was a little wary of me," he says, "but probably because I had played twelve years. He was somewhat suspicious of older, veteran ball players, based on the bad experience he had with some of the veterans when he got to Denver. But I went out and did everything he asked me to do, and he was understanding about my knee. I didn't ask for any special treatment. I think he understood then that I was there for real and wasn't around to just pick up a check.

"It took us about three weeks. The players accepted me before he did. You have to know the way John operates. He backs off and is more concerned with the overall picture than with the individual pieces. He gets involved with people as time goes on, but he is really the guy who controls the big picture. He couldn't draw a play on the blackboard to save his life, but he keeps up with the tempo of the game and he knows exactly what type of play we ought to be trying to run. He knows when to gamble, and when to play the percentages.

"I've played for emotional coaches before. But John is not enthusiastic to the point that he's irrational. I've seen many coaches get so carried away that they are no longer in the ball game. He's always in it. John has enthusiasm but, more important, he's very real. His excitement is just as real over a small thing that happens as it is for a play that goes for a touchdown. The way I picture John Ralston is this: If we make a big play, and it has a chance to score, I can look down at the goal line and he's standing back there waving for the guy to come on. He won't be in front of the bench jumping up and down. He'll already be there, at the goal line, flagging him in,

"The most important thing about John Ralston is that he's honest. He's a rare individual in that respect, and not just in football. He can make a decision and if it's not a good one he has the capacity to come back and face the guys and say. I made a bad decision,' and not be any lesser a man for it."

For Denver, 1973 was the millenium, the first winning season the Broncos have ever experienced. They finished 7-5-2 and tied with Kansas City for second place in the AFC West. "We went right to the last game of the season in Oakland, down to the last few minutes," recalls Charley, "with a chance to win our division. It was an exciting thing to get that close, to be right there, battling the Raiders, in Oakland. They beat Pittsburgh badly the next week and gave Miami one of its toughest games."

If it really doesn't matter whether you won or lost—and it doesn't, according to the One Great Scorer—then Charley Johnson deserves to be remembered as one of the able quarterbacks of his time. Certainly, he will receive high marks under the how-you-played-the-game clause. What can't be computed is the point spread between his years of classroom grind and that Sunday kind of love.

This is a fellow who for five years in St. Louis was up at dawn for 7:30 A.M. classes at the Washington University graduate school, then hurried to the football field for daily practices from 11 to 3, and then back to the campus for evening labs. Five years of it.

All of which earned him a doctorate in chemical engineering, specializing in polymer plastics and the science of rheology, which has to do with the behavior and flow of plastics. He has a number of scrolls and impressive looking pieces of parchment to attest to the fact he made it. To look at him, with his country good looks and West Texas twang and wheat-colored hair, you would not know that in real life he was Charles Johnson, B.S., Ch.E.; M.S., D.Sc. (translation; bachelor of science, chemical engineering; master of science, doctor of science).

This is the answer to all those Neanderthal stories you have heard over the years about dumb football players. You know, the lumbering clod who is happy with a cream pie. There is no point, at this late stage, in trying to convince the world that most athletes are smarter than, say your average fish. But at least Charley will never be mistaken for the football player who, when he sadly revealed to his coach a report card containing 4 F's and a D, was warned that he was spending too much time on one subject.

Charley Johnson came out of Texas, out of Big Spring, with so little reputation that he went to New Mexico State on a basketball scholarship. There he had the good fortune to attract the notice of Warren Woodson, who was in the process of building a Border Conference football power. It was a throttle-open game they played on the plains, with Charley throwing and halfbacks such as Pervis Atkins and Bobby Gaiters running a streak.

He led them to an unbeaten season in 1960, appeared in the Sun Bowl twice, finished second in the nation in total offense in 1959 and, that year, was drafted in the tenth round as a future by the Cardinals.

He never really expected to qualify. You wouldn't believe it of anybody else, but he swears he reported to camp in 1961 figuring he would last a few days or so, and he could go home and tell his buddies what the pros were like. Or maybe he would hang on through a preseason game or two, and get a look at Tittle or Unitas or Jim Brown up close.

Well, he made it, and in the process he messed up his own game plan, which was to return to New Mexico State, after his graduate studies, and teach and maybe coach a little. He never imagined he would hang around for 14 years, or that he would be able to combine his two careers. But it worked out. Charley had this funny notion that football didn't have to interfere with one's education. It was an interesting theory, even though it never caught on.

"If I had been forced to choose," he says now, "if I had not been with a team in a city where the right kind of program was available, I'd have played football. Despite the schooling I've had, I still consider myself a professional football player first. Through all of it, I looked forward to the day when I could play football full time.

"As a player I never considered myself an intellectual. I don't know if there is room for an intellectual on a football team. Any help I've gained in football, from the education I've had, is from the discipline of learning and remembering."

At other times, his textbook ten-



dencies proved to be a disadvantage. He would begin to see the game as a kind of giant math problem, which was okay, except that the answers are not in the back of the book. "I had a tendency to get too involved," he says, "to get over-technical. I would look for things that were impractical. There was no way eleven of us could spend enough time together to do what I could see would really work. We spend a lot of time practicing and doing our number. But the hours are still limited. I'd think, 'If this guy could only see that they did that, and if he'd do this'...well, it's reaction stuff. You could call the play with a look or a nod or a shrug. You'd never have to say anything. And it would take years and years to learn."

Charley absorbed his Bobby Layne lessons well. Today few quarterbacks call a smarter game. He can pick at a defense, and he has a fine, quick arm, although he won't thrill the crowd with a 70-yard bullet. That isn't Charley's style, He doesn't thrill the crowd. He charms it. And he does it now better than ever, when he is no longer mobile, when the defensive linemen are bigger and meaner, emphasizing the fact that at an even six feet he is not as long as coaches would like.

Some football people have wondered how Charley might have fared, had he not led two lives. Even with his interest divided, he was able to lead two teams of unproven talent to the brink of winning big—the Cardinals and the Broncos, 10 years apart. But Charley doesn't wonder. "I like to think," he says, "that hard work is the harassment you have to take to get into society. To join the fraternity. I started graduate school in 1961 and I finished in 1971. But you don't think about how long it takes. It was more like learning a new play, and staying with it until you get it right."

Of course, the coach has not yet been born who will tolerate a quarterback who needs 10 years to perfect a play. But those involved in science, and research, tend to be more patient. Charley recalls with amusement that he endured more wisecracks on the campus than in the locker room. His classmates called him their "token jock," and kidded him about still being on scholarship. In rebuttal, Charley threatened to explain his theory on the effect of high temperatures on polyimidazopyrolene.

That, as you no doubt already knew, smart-apple, is the family name for the plastics with which he experimented during his PhD, research. NASA scientists developed it, and during his twoyear army hitch Charley was given a budget and a lab, at the Langley Research Center in Houston, and instructed to find a use for it. "I found a way." he says, "to make it melt and to mold it. NASA pursued it and got a patent on the process. Like so much of the research that goes on, it turned out not to be very practical. It's the next generation of plastics after Teflon, but there's no way to use it yet. For one thing, this particular plastic costs nine hundred to two thousand dollars a pound. It was too expensive even to use it in the nose cone of the re-entry vehicles. There was no way I could make a living or spend the rest of my life on them."

Today, in the off-season, Charley is an executive with Crawford Enterprises in Houston, involved in what he calls total engineering. His future is secure and he still knows the joy of doing two jobs well. Irresistibly, you return to the question of why? What compelled him to maintain two schedules—which is at least one more than most of us, and two

more than some—for a decade of his life? Where did he get the drive, the energy, the ambition?

Charley laughed. "I started working when I was pretty young," he says, "at summer jobs...sacking groceries, delivering laundry, picking up trash, all those things. My home town was in the middle of a big oil field, in the Permian Basin. in West Texas. The guy that wore the tin hat and walked around with a clipboard under his arm, he was called the engineer, and I wanted to be one of those because he didn't have to push a shovel. So I had some inspiration, first of all, to be an engineer and to be educated. Then, after I got a chance to play ball and could afford to go to graduate school, I felt it was all the more important to take advantage of that opportunity."

You don't have to hear him say it to know Charley Johnson is one of those people who believes everything happens for the best. The wins, the losses, the trades, the injuries. Yes, even the 10 operations. And when he left the hospital he thanked everybody, including the guy who brought in the bedpan.

Once he was explaining to a writer why he spent the time to answer, personally, the letters he received from little kids. It had to do with growing up in Big Spring, in that vast ocean of sand known as West Texas, growing up poor and never seeing a sports star. And then Charley realized he had used the word star, and for the next half hour he apologized, and kept explaining that he didn't mean himself. "It's the position I hold," he corrected, "a pro quarterback, that's what they look up to." It was as though he were talking about the presidency.

In Denver, Charley is a star. The fans give him an ovation when he leaves the field. They all but swoon when he says things like, "Pro football is a chess game – a thinking game; the mental approach is everything."

In the case of Dr. Charley Johnson, a lot of learning does not seem such a dangerous thing.

Mickey Herskowitz is a columnist for the Houston Post and the author of The Golden Age of Pro Football, published in 1974 by Macmillan.





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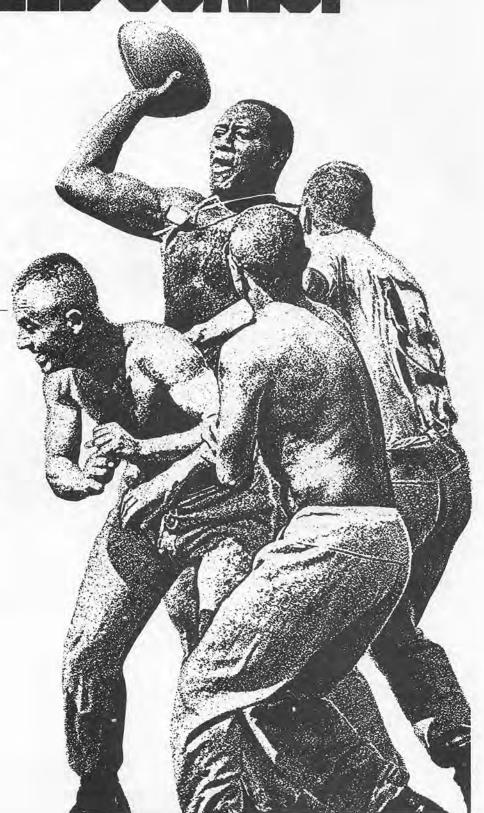
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BILLS COACHES



Head Coach, Lou Saban

Pro Career: In 1973 Saban led the Bills to a 9-5 record, their best mark since 1966, and they were in playoff contention until the final week of the season. He returned to Buffalo in 1972 as vice-president in charge of football after five years with the Denver Broncos. Saban enters his fourteenth year as a pro head coach with stints in Boston, 1960-61; Buffalo, 1962-65, where he led the Bills to AFL titles in 1964 and 1965; and Denver, 1967-1971.

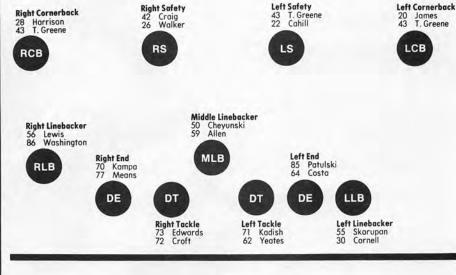
Background: A single-wing quarterback at Indiana in 1941 and 1942, Saban was voted team captain and most valuable player as a senior. During World War II, he was commissioned a first lieutenant in the OSS. He saw duty in the China-Burma theater and became fluent in Chinese (Mandarin dialect). He became head coach at Case Institute, 1950-52, then had assistant coaching positions at Washington, 1953, Northwestern, 1954. Saban was head coach at Western Illinois, 1958-59, and at Maryland, 1966.

Personal: Born October 13, 1921 in Brookfield, Illinois, he now lives in Orchard Park, New York. Lou and his wife, Lorraine, have four children—Tom, Barbara, Patricia, and Christine.

Coaching Staff: Bill Atkins, defensive backfield; Ed Cavanaugh, special assignments; Stan Jones, defensive line; John Ray, linebackers; Jim Ringo, offensive line; and Bob Shaw, receivers.

TODAY'S DEPTH CHART

BILLS DEFENSE







Punters:
49 David Lee
Kickoffs:
2 Toni Linhart
Field Goals:
2 Toni Linhart

WR

Wide Receiver 35 Doughty 80 Smith

Berra

COLTS SPECIALISTS
PAT's:
2 Toni Linhart
Holders:
14 Marty Domres
7 Bert Jones
Punt Returns:
40 Bruce Laird
86 Freddie Scott
31 Nelson Munsey
Kickoff Returns:
40 Bruce Laird
86 Freddie Scott
28 Cotton Speyrer

COLTS OFFENSE

TODAY'S DEPTH CHART

COLTS DEFENSE

Right Cornerback 31 Munsey 33 Hall



Right Safety 21 Volk 43 Rudnick



Left Safety 40 Laird 43 Rudnick



Left Cornerback 30 Nettles 25 Oldham



Right Linebacker 53 White 51 Bertuca



Right End 78 Dutto 74 Willio



Dutton Williams

Right Tackle Ehrmann Bailey

DT

Middle Linebacker 32 Curtis 56 Rhodes



DT

DE

Left Tackle 65 Windquer Bailey

Left End 72 Cook 63 Barnes LLB

Let Linebacker 52 MacLeod 55 Dickel

WR

Wide Receiver 40 Hill 89 Francis

Left Tackle 78 Foley 76 Hagen

LT



Left Guard 67 McKenzie 61 Parker

C LG

Center



60

Montler B. Jarvis 53 51



DeLamielleure Adams



Right Tackle

74 D. Green 76 Hagen

Tight End 87 Sever Seymour Gant Koy

TE

Quarterback

QB

Ferguson Marangi Hunter

WR

Wide Receiver 27 Rashad 81 Chandler

RB

Running Back 32 Simpson 46 Steve Jones RB

Running Back 34 38 29 Braxton Watkins Calhoun

Punters: 11 Spike Jones Kickoffs: 3 John Leypoldt Field Goals: 3 John Leypoldt

BILLS SPECIALISTS PAT's: 3 John Leypoldt Holders: 81 Bob Chandler 17 Gary Marangi

Punt Returns:
22 Bill Cahill
26 Donnie Walker
Kickoff Returns:
89 Wallace Francis
29 Don Calhoun

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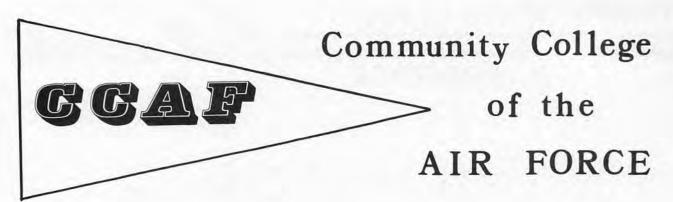
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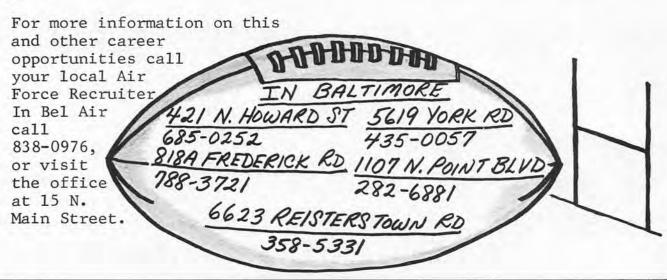
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20 FOOTBALLS

COLTS ASSISTANT COACHES



DON DOLL, defensive coordinator and defensive secondary: Joined the Colts' staff after three seasons as defensive secondary coach of the Green Bay Packers. Prior to Green Bay, he served five years as Washington's defensive backfield coach. The 47-year-old native of Los Angeles also coached at Detroit (1963-64), Los Angeles (1965) and Notre Dame (1959-62). A graduate of Southern Cal, Doll was a regular defensive back with Detroit (1949-52) and later played with Washington and Los Angeles.

FRANK LAUTERBUR, linebacker coach: Rejoins the Colts after serving as defensive line coach in 1955 and 1956. A graduate of Mt. Union College, the 48-year-old Cincinnati native is a veteran of the Marine Corps and World War II. He served on Earl Blaik's staff at West Point from 1957 to 1961, before becoming defensive coordinator at Pitt. In 1963, he was named head coach at Toledo where he fashioned a 23-game winning streak. Prior to joining the Colts he served three years as head coach at Iowa.





PETE McCULLEY, offensive coordinator and receivers coach: Served three years (1970-72) as quarterback and receivers coach at Navy prior to joining Colts' staff. Was an all-conference quarterback at Louisiana Tech, before beginning coaching career with terms at Stephen F. Austin College, Houston and Baylor. During his seven years at Baylor, he coached quarterback Terry Southhall and receiver Larry Elkins, both school record holders.

GEORGE SEFCIK, offensive backfield coach: Came to the Colts in 1973 after four years as receivers coach at Kentucky. The 34-year-old Cleveland native played offensive halfback at Notre Dame from 1959 through 1961. Following graduate school and a year as head coach at Niles (Ill.) High School, he returned to Notre Dame in 1964 as part of Ara Parseghian's first staff. He left Notre Dame in 1969 to join Johnny Ray at Kentucky.





JERRY SMITH, defensive line coach: Joins the Colts' staff after a year at Cleveland. The 43-year-old native of Dayton, O., played college football at Wisconsin. Played two years at guard with San Francisco and, after military service, again with San Francisco and Green Bay before beginning coaching career at Dayton (1959). Pro stints include Boston (1960-61), Buffalo (1962-68), New Orleans (1969), Denver (1970-71) and Houston (1972). He was head coach of the Broncos for the final five games of the 1971 season.

DICK SZYMANSKI, offensive line: The most recent addition to the staff, Dick is serving on an interim basis, after working for five years in the personnel department. Sizzy had recently been named Director of Pro Personnel before being asked to coach. As a Colts' player, he earned Pro Bowl honors three times as a center, including his rookie season. He came to the Colts from Notre Dame in 1955 and played through the 1968 season. In addition to playing center, he also played linebacker for the Colts.



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BALTIMORE COLTS



36 JOHN ANDREWS TE-RB/Indiana



79 JIM BAILEY DT/Kansas



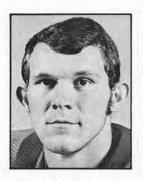
63 MIKE BARNES DE/Miami (Fla.) MIKE BARNES



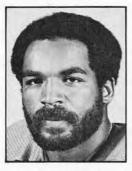
84 TIM BERRA WR/Massachusetts

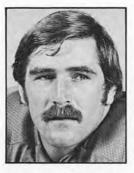


51 TONY BERTUC TONY BERTUCA



81 ROGER CARR WR/La. Tech





87 RAYMOND CHESTER **66** ELMER COLLETT TE/Morgan St. **66** G/San Francisco St.



72 FRED COOK DE/So. Mississippi



32 MIKE CURTIS LB/Duke



55 DAN DICKEL



MARTY DOMRES QB/Columbia



35 GLENN DOUGHTY WR/Michigan



78 JOHN DUTTON DE/Nebraska



76 JOE EHRMANN DT/Syracuse



33 RANDY HALL



BERT JONES QB/LSU



BRUCE LAIRD S/American Int'l.



49 DAVID LEE P/La. Tech.

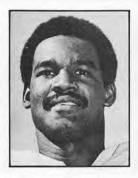


2 TONI LINHAKI K/Vienna, Austria

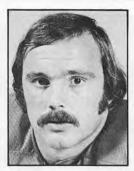
BALTIMORE COLTS



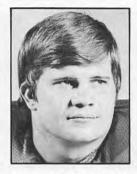
52 TOM MacLEOD LB/Minnesota



83 RON MAYO TE/Morgan State



23 DON McCAULEY RB/North Carolina



57 KEN MENDENHALL C/Oklahoma



26 LYDELL MITCHELL RB/Penn State



31 NELSON MUNSEY CB/Wyoming



50 DAN NEAL C/Kentucky



68 DENNIS NELSON T/Illinois State



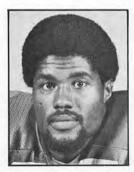
30 DOUG NETTLES CB/Vanderbilt



25 RAY OLDHAM S/Middle Tenn. St.



38 BILL OLDS RB/Nebraska



37 JOE ORDUNA RB/Nebraska



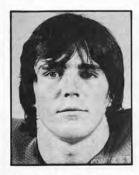
61 ROBERT PRATT G/North Carolina



62 GLENN RESSLER G/Penn State



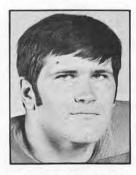
56 DANNY RHODES LB/Arkansas



43 TIM RUDNICK S/Notre Dame



86 FREDDIE SCOTT WR/Amherst



60 DAVE SIMONSON T/Minnesota



80 OLLIE SMITH WR/Tennessee State



28 COTTON SPEYRER WR/Texas

BALTIMORE COLTS



64 DAVID TAYLOR



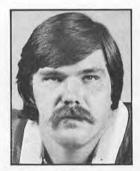
12 BILL TROUP QB/South Carolina



67 BOB VAN DUYNE



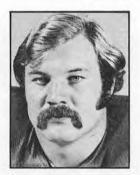
RICK VOLK S/Michigan



53 STAN WHITE LB/Ohio State



74 STEVE WILLIAMS
DE/Western Carolina



65 BILL WINDAUER

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Both of the Colts' tight ends — Raymond Chester and Ron Mayo — played their college football at Morgan State. Mayo was Chester's backup in his sophomore year, and went on to earn second-team All-American honors.

The East Pennsboro (Pa.) High School band will provide the halftime entertainment when the Colts host the Cincinnati Bengals in their next Memorial Stadium appearance November 3.

Two hundred sixty-seven first-year players, including 46 who opened in starting positions for NFL clubs, were on the 47-man rosters during the first weekend of the season. Among the 46 starters were 14 free agents who were not drafted by NFL teams. The Colts have 15 rookies and one free agent on their roster.

At 47, George Blanda of the Oakland Raiders is the oldest man ever to play professional football. The oldest previous performer was 46-year-old John Nesser, who played with the 1921 Columbus Panhandles. Blanda also is the only man to play 25 seasons.

The fifth Pro Bowl game will be played Monday night, January 20, at Miami's Orange Bowl. The AFC leads in the series, 3-1, having won three straight.

The Bills are one of two NFL teams which have new helmet emblems this season. The Philadelphia Eagles have returned to the emblem they used in 1960, while the San Diego Chargers have completely new uniforms.

Roman Gabriel became the seventh NFL player to complete 2,000 passes or more when he connected six times in Philadelphia's win over Dallas earlier in the season.

Dave Jennings, the New York Giants rookie punter and one of the league's early leaders, was a Ford Punt, Pass & Kick champion for Cortland (N.Y.) County at age 13. He was signed as a free agent out of St. Lawrence University.



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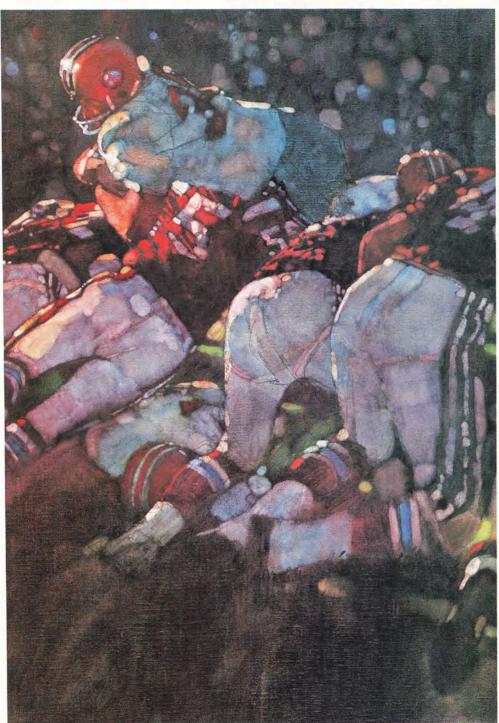
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						NFL	
NO.	NAME	POS.	HT.	WT.	AGE	EXP.	
2	Linhart, Toni	K	5-11	178	32	2	Vienna (Austria)
7	Jones, Bert	QB	6-3	205	22	2	LSU
12	Troup, Bill	QB	6-5	220	23	R	South Carolina
14	Domres, Marty	QB	6-4	222	27	6	Columbia
21	Volk, Rick	S	6-3	195	29	8	Michigan
23	McCauley, Don	RB	6-1	214	25	4	North Carolina
25	Oldham, Ray	CB	6-0	200	23	2	Middle Tenn. State
26	Mitchell, Lydell	RB	5-11	204	25	3	Penn State
28	Speyrer, Cotton	WR	6-0	175	25	3	Texas
30	Nettles, Doug	CB	6-0	177	23	R	Vanderbilt
31	Munsey, Nelson	CB	6-1	185	26	3	Wyoming
32	Curtis, Mike	LB	6-2	232	31	10	Duke
33	Hall, Randy	CB	6-3	186	22	R	Idaho
35	Doughty, Glenn	WR	6-2	204	23	3	Michigan
36	Andrews, John	TE-RB	6-3	227	25	3	Indiana
37		RB	6-0	195	25	3	Nebraska
-	Orduna, Joe					2	Nebraska
38	Olds, Bill	RB	6-1	224	23		American Internat'l
40	Laird, Bruce	S	6-0	185	24	3	
43	Rudnick, Tim	DB	5-10	185	22	R	Notre Dame
49	Lee, David	P	6-4	230	30	9	Louisiana Tech
50	Neal, Dan	C	6-4	240	25	2	Kentucky
51	Bertuca, Tony	LB	6-2	225	24	1	Chico State
52	MacLeod, Tom	LB	6-3	230	23	2	Minnesota
53	White, Stan	LB	6-1	225	24	3	Ohio State
55	Dickel, Dan	LB	6-3	220	23	R	lowa
56	Rhodes, Danny	LB	6-2	220	23	R	Arkansas
57	Mendenhall, Ken	C	6-3	235	26	4	Oklahoma
60	Simonson, Dave	T	6-6	246	22	R	Minnesota
61	Pratt, Robert	G	6.3	255	23	R	North Carolina
62	Ressler, Glenn	G	6-3	250	31	10	Penn State
63	Barnes, Mike	DE	6-6	255	23	2	Miami (Fla.)
64	Taylor, David	T	6-4	254	24	2	Catawba
65	Windauer, Bill	DT	6-3	245	24	2	lowa
66	Collett, Elmer	G	6-4	240	29	8	San Francisco State
67	Van Duyne, Bob	G	6-5	235	22	R	Idaho
68	Nelson, Dennis	T	6-5	260	28	5	Illinois State
72	Cook, Fred	DE	6-3	235	22	R	Southern Mississippi
74	Williams, Steve	DE	6-6	260	23	R	Western Carolina
76	Ehrmann, Joe	DT	6-5	260	25	2	Syracuse
78	Dutton, John	DE	6-6	260	23	R	Nebraska
79	Bailey, Jim	DT	6-6	255	26	5	Kansas
80		WR	6-2	195	25	2	10.000
	Smith, Ollie						Tennessee State
81	Carr, Roger	WR	6-3	200	22	R	Louisiana Tech
83	Mayo, Ron	TE	6-3	223	23	2	Morgan State
84	Berra, Tim	WR	5-11	185	22	R	Massachusetts
86	Scott, Freddie	WR	6-2	175	22	R	Amherst
87	Chester, Raymond	TE	6-4	235	26	5	Morgan State



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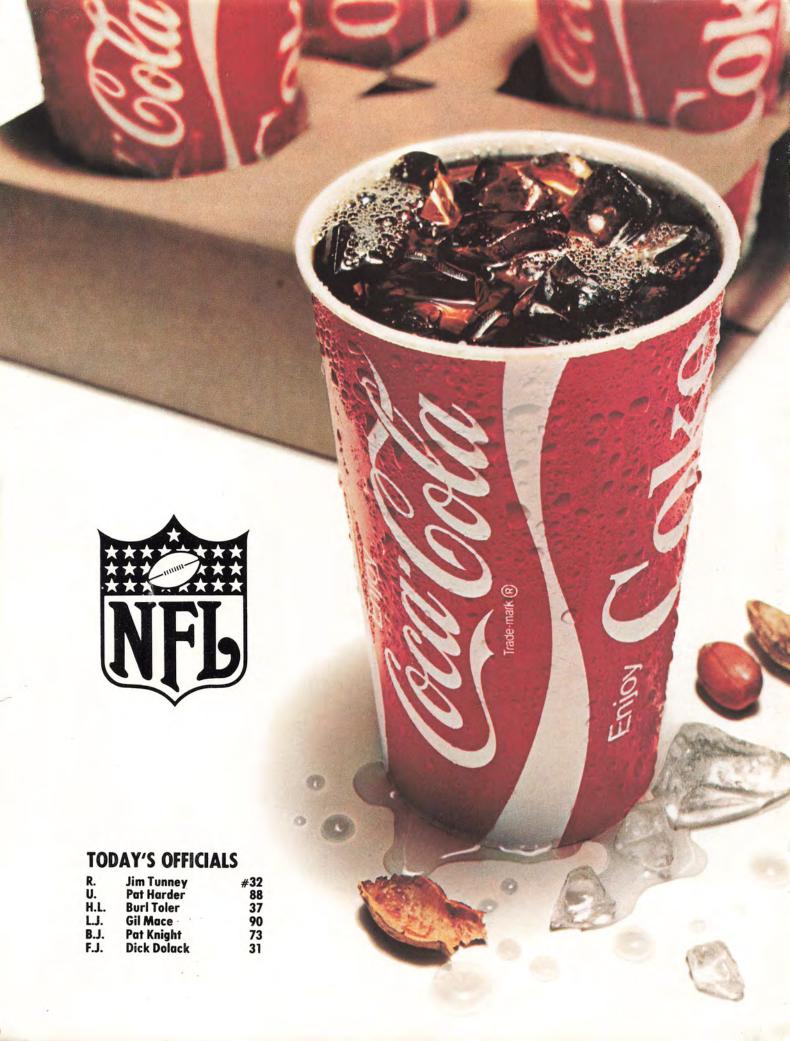
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COLTS

OFFENSE

No.	Name	Pos.
28	Cotton Speyrer	WR
64	David Taylor	LT
62	Glenn Ressler	LG
57	Ken Mendenhall	С
66	Elmer Collett	RG
68	Dennis Nelson	RT
87	Raymond Chester	ТЕ
35	Glenn Doughty	WR
7	Bert Jones	QB
26	Lydell Mitchell	RB
38	Bill Olds	RB

DEFENSE

No.	Name	Pos.
72	Fred Cook	LE
79	Jim Bailey	LT
76	Joe Ehrmann	RT
78	John Dutton	RE
52	Tom MacLeod	LLB
32	Mike Curtis	MLB
53	Stan White	RLB
30	Doug Nettles	LCB
31	Nelson Munsey	.RCB
40	Bruce Laird	LS
21	Rick Volk	RS

Linhart, Toni	K	55	Dickel, Dan	L
Jones, Bert	QB	56	Rhodes, Danny	LE
Troup, Bill	QB	57	Mendenhall, Ken	(
	QB	60	Simonson, Dave	1
	S	61		(
McCauley, Don	RB	62	Ressler, Glenn	(
	CB	63	Barnes, Mike	DI
	RB	64	Taylor, David	1
Speyrer, Cotton	WR	65		DI
Nettles, Doug	CB	66		0
Munsey, Nelson	CB	67		0
Curtis, Mike	LB	68	Nelson, Dennis	1
Hall, Randy	CB	72	Cook, Fred	DI
Doughty, Glenn	WR	74	Williams, Steve	DI
Andrews, John TI	E-RB	76		DI
37 Orduna, Joe	RB	78		D
38 Olds, Bill	RB	79		DI
40 Laird, Bruce	S	80		WE
43 Rudnick, Tim	S	81	Carr, Roger	WE
49 Lee, David	P	83	Mayo, Ron	TI
50 Neal, Dan	C	84	Berra, Tim	WE
51 Bertuca, Tony	LB	86		WE
52 MacLeod, Tom	LB	87		
	Jones, Bert Troup, Bill Domres, Marty Volk, Rick McCauley, Don Oldham, Ray Mitchell, Lydell Speyrer, Cotton Nettles, Doug Munsey, Nelson Curtis, Mike Hall, Randy Doughty, Glenn Andrews, John Ti 37 Orduna, Joe 38 Olds, Bill 40 Laird, Bruce 43 Rudnick, Tim 49 Lee, David 50 Neal, Dan 51 Bertuca, Tony	Jones, Bert QB Troup, Bill QB Domres, Marty QB Volk, Rick S McCauley, Don RB Oldham, Ray CB Mitchell, Lydell RB Speyrer, Cotton WR Nettles, Doug CB Munsey, Nelson CB Curtis, Mike LB Hall, Randy CB Doughty, Glenn WR Andrews, John TE-RB 37 Orduna, Joe RB 38 Olds, Bill RB 40 Laird, Bruce S 43 Rudnick, Tim S 49 Lee, David P 50 Neal, Dan C 51 Bertuca, Tony LB	Jones, Bert QB 56 Troup, Bill QB 57 Domres, Marty QB 60 Volk, Rick S 61 McCauley, Don RB 62 Oldham, Ray CB 63 Mitchell, Lydell RB 64 Speyrer, Cotton WR 65 Nettles, Doug CB 66 Munsey, Nelson CB 67 Curtis, Mike LB 68 Hall, Randy CB 72 Doughty, Glenn WR 74 Andrews, John TE-RB 76 37 Orduna, Joe RB 78 38 Olds, Bill RB 79 40 Laird, Bruce S 80 43 Rudnick, Tim S 81 49 Lee, David P 83 50 Neal, Dan C 84 51 Bertuca, Tony LB 86	Jones, Bert QB 56 Rhodes, Danny Troup, Bill QB 57 Mendenhall, Ken Domres, Marty QB 60 Simonson, Dave Volk, Rick S 61 Pratt, Robert McCauley, Don RB 62 Ressler, Glenn Oldham, Ray CB 63 Barnes, Mike Mitchell, Lydell RB 64 Taylor, David Speyrer, Cotton WR 65 Windauer, Bill Nettles, Doug CB 66 Collett, Elmer Munsey, Nelson CB 67 Van Duyne, Bob Curtis, Mike LB 68 Nelson, Dennis Hall, Randy CB 72 Cook, Fred Doughty, Glenn WR 74 Williams, Steve Andrews, John TE-RB 76 Ehrmann, Joe 37 Orduna, Joe RB 78 Dutton, John 38 Olds, Bill RB 79 Bailey, Jim 40 Laird, Bruce S 80 Smith, Ollie 43 Rudnick, Tim S 81 Carr, Roger 49 Lee, David P 83 Mayo, Ron 50 Neal, Dan C 84 Berra, Tim 51 Bertuca, Tony LB 86 Scott, Freddie

BILLS

OFFENSE

No.	Name	Pos.
40	J. D. Hill	WR
78	Dave Foley	LT
67	Reggie McKenzie	LG
53	Mike Montler	С
68	Joe DeLamielleure	RG
74	Donnie Green	RT
87	Paul Seymour	ТЕ
27	Ahmad Rashad	WR
12	Joe Ferguson	QB
32	O. J. Simpson	RB
34	Jim Braxton	RB

DEFENSE

No.	Name	Pos.
85	Walt Patulski	LE
71	Mike Kadish	LT
73	Earl Edwards	RT
70	Bob Kampa	RE
55	John Skorupan	LLB
50	Jim Cheyunski	MLB
56	Rich Lewis	RLB
20	Robert James	LCB
28	Dwight Harrison	RCB
42	Neal Craig	SS
43	Tony Greene	FS

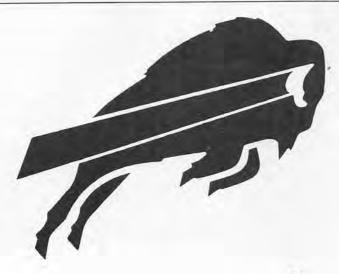
3	Leypoldt, John	K	55	Skorupan, John LE
11	Jones, Spike	P	56	Lewis, Rich LE
12	Ferguson, Joe	QB	59	Allen, Doug LE
16	Hunter, Scott	QB	60	Adams, Bill (
17	Marangi, Gary	QB	61	Parker, Willie C-G
20	James, Robert	CB	62	Yeates, Jeff D7
22	Cahill, Bill	S	64	Costa, Dave D1
26	Walker, Donnie	CB	67	McKenzie, Reggie G
27	Rashad, Ahmad	WR	68	DeLamielleure, Joe G
28	Harrison, Dwight	CB	70	Kampa, Bob DI
29	Calhoun, Don	RB	71	Kadish, Mike D1
30	Cornell, Bo	LB	72	Croft, Don DI
32	Simpson, O. J.	RB	73	Edwards, Earl Di
34	Braxton, Jim	RB	74	Green, Don
37	Koy, Ted	TE	76	Hagen, Halvor
38	Watkins, Larry	RB	77	Means, Dave DI
39	Mosley, Wayne	RB	78	Foley, Dave
40	Hill, J. D.	WR	81	Chandler, Bob Wi
42	Craig, Neal	S	85	Patulski, Walt DI
43	Greene, Tony	CB	86	Washington, Dave LE
46	Jones, Steve	RB	87	Seymour, Paul TI
50	Cheyunski, Jim	LB	88	Gant, Reuben TI
51	Jarvis, Bruce	C	89	Francis, Wallace Wi
53	Montler Mike	C-T		The state of the s







						NFL	
NO.	NAME	POS.	HT.	WT.	AGE	EXP.	COLLEGE
3	Leypoldt, John	K	6-2	229	28	4	No College
11	Jones, Spike	P	6-2	197	27	5	Georgia
12	Ferguson, Joe	QB	6-1	180	24	2	Arkansas
16	Hunter, Scott	QB	6-2	205	26	4	Alabama
17	Marangi, Gary	QB	6-1	196	22	R	Boston College
20	James, Robert	CB	6-1	184	27	6	Fisk
22	Cahill, Bill	S	5-11	170	23	2	Washington
26	Walker, Donnie	CB	6-2	180	23	2	Central State - Ohi
27	Rashad, Ahmad	WR	6-2	200	25	3	Oregon
28	Harrison, Dwight	CB	6-2	185	25	4	Texas A & I
29	Calhoun, Don	RB	6-0	198	22	R	Kansas State
30	Cornell, Bo	LB	6-2	215	25	4	Washington
32	Simpson, O. J.	RB	6-1	212	27	6	Southern California
34	Braxton, Jim	RB	6-1	243	24	4	West Virginia
37	Koy, Ted	TE	6-2	212	26	5	Texas
38	Watkins, Larry	RB	6-1	235	28	6	Alcorn A & M
39	Mosley, Wayne	RB	6-0	190	21	R	Alabama A & M
40	Hill, J. D.	WR	6-1	190	25	4	Arizona State
42	Craig, Neal	S	6-1	191	26	4	Fisk
43	Greene, Tony	S	5-10	170	25	4	Maryland
46	Jones, Steve	RB	6-0	205	23	2	Duke
50	Cheyunski, Jim	LB	6-1	220	28	7	Syracuse
51	Jarvis, Bruce	C	6-7	250	25	4	Washington
53	Montler, Mike	c	6-4	253	29	6	Colorado
55	Skorupan, John	LB	6-2	221	23	2	Penn State
56	Lewis, Rich	LB	6-2	215	24	3	Portland State
59	Allen, Doug	LB	6-2	225	22	R	Penn State
60	Adams, Bill	G	6-2	254	24	2	Holy Cross
61	Parker, Willie	C-G	6-3	247	24	3	North Texas State
62	Yeates, Jeff	DT	6-2	238	23	1	Boston College
64	Costa, Dave	DT	6-1	250	33	12	Utah
67	McKenzie, Reggie	G	6-4	242	24	3	Michigan
68		G		254	23	2	
70	DeLamielleure, Joe Kampa, Bob	DE	6-3	252	23	2	Michigan State California
71		DT	-	275	24	2	
72	Kadish, Mike	DE	6-5	254	25	2	Notre Dame
2.75	Croft, Don	-	-				Texas — El Paso
73 74	Edwards, Earl	DT	6-7	256	28	6	Wichita State
	Green, Donnie	Ī	6-7	272	26	4	Purdue
76	Hagen, Halvor	T	6-6	253	27	6	Weber State
77	Means, David	DE	6-4	235	22	R	Southeast Mo. State
78	Foley, Dave	T	6-3	253	26	5	Ohio State
81	Chandler, Bob	WR	6-0	179	25	4	Southern California
85	Patulski, Walt	DE	6-6	259	24	3	Notre Dame
86	Washington, Dave	LB	6-5	223	25	5	Alcorn A & M
87	Seymour, Paul	TE	6-5	243	24	2	Michigan
88	Gant, Reuben	TE	6-4	230	22	R	Oklahoma State
89	Francis, Wallace	WR	5-11	196	22	2	Arkansas A M & N





BILLS SCOUTING REPORT

That rising star in the National Football League is Buffalo, a team desperately down and out only three years ago.

The Bills' dramatic emergence as a playoff contender has been carefully orchestrated by Lou Saban, the man who made Buffalo a kingpin in the American Football League in the 1960s. Just as Saban's departure following the 1965 season signaled the beginning of the Bills' ills, his return in 1972 triggered a Buffalo football renaissance.

Picking up the pieces of a 1-13 season, Saban put the Bills at the doorstep of the playoffs within two years. It was a startling turn of events even for Saban, whose career has been consumed by building and rebuilding. "In all my years of coaching, I've never had a team do a more abrupt about-face," Saban said of his 1973 Buffalo Bills.

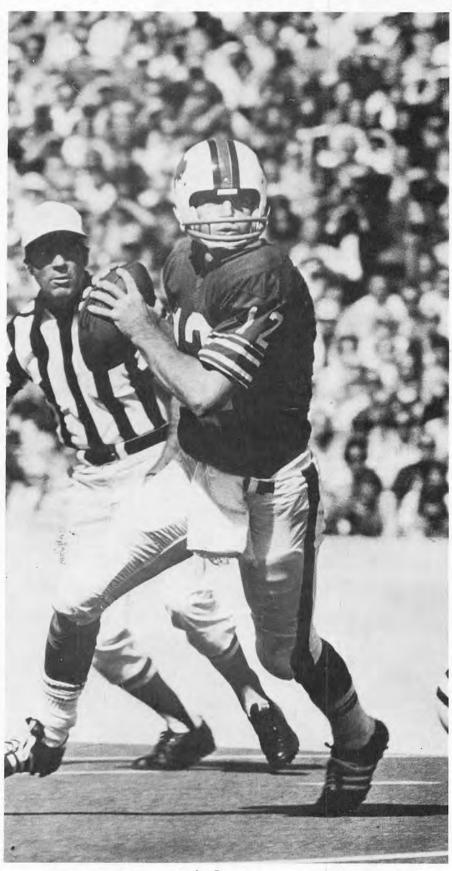
This fall, the Buffalo skipper looks for "improvement in every department." He cautions, however, improvement will not necessarily mean a better win-loss record. "Teams that looked past the Bills won't make the same mistake again," Saban explains.

Cornerstone of the Buffalo offense is a rushing attack built around the incredible O. J. Simpson. A year ago, the Bills marched to 3,088 yards on the ground, a performance unmatched in the history of the National Football League. Simpson became the most talked-about athlete of 1973 as he set eight NFL records on the way to football's first 2,000-yard year.

Complementing O. J. in the offensive backfield are two punishing fullbacks — Jim Braxton and Larry Watkins. Braxton rushed for 494 yards in only six games after Watkins had accumulated 414 yards in 10 starts.

Buffalo's success with the rush created an imbalance between the run and the pass in the Bills' final offensive statistics. First in the league on the ground, Buffalo ranked twenty-sixth through the air.

Quarterback Joe Ferguson, who started all 14 games as a rookie



Joe Ferguson

last fall, will have more opportunity to demonstrate his skills, which include a professional arm and the quick and analytical mind to read modern coverages. Buffalo beefed up a talented group of receivers — J. D. Hill, Bob Chandler, Wallace Francis, and Ray Jarvis — with the addition of Ahmad Rashad in an off-season trade with St. Louis.

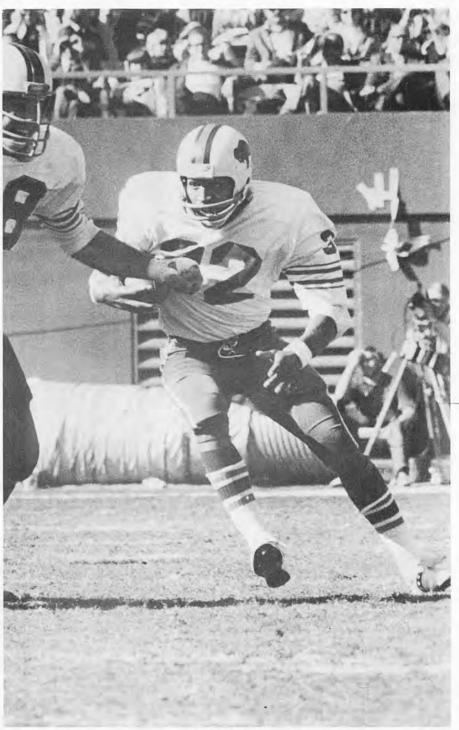
Proficiency at "turning loose the Juice" earned the Buffalo offensive line a nickname - "The Electric Company" - and an unusual honor, the National 1000-Yard Foundation's citation as the NFL's "Outstanding Blockers," a prize previously awarded only to an individual performer. Five of the six Bills linemen are Big Ten products - guard Reggie McKenzie and tight end Paul Seymour, Michigan; guard Joe DeLamielleure, Michigan State: tackle Dave Foley, Ohio State; and tackle Donnie Green, Purdue. The center is Colorado graduate Mike Montler.

Awesome Earl Edwards, who can play either end or tackle, developed into a key member of the defensive line in his first season with the club. Acquired from San Francisco in a trade near the opening of the 1973 campaign, Edwards earned Saban's praise as catalyst of the Bills' defense. Paired with Edwards at tackle is Mike Kadish, who came from the Dolphins in another important trade. Walt Patulski, the NFL's top draft choice in 1972, and second-year pro Bob Kampa of California are the defensive ends.

The Buffalo linebackers, outside of Jim Cheyunski in the middle, are young. Cheyunski is flanked on both sides by pro sophomores John Skorupan and Richard Lewis and backed up by a rookie, Doug Allen. Skorupan, who made the NFL allrookie defensive team, and Allen are both Penn State graduates. Dave Washington is a five-year pro who can play either outside spot.

All-pro cornerback Robert James and the secondary held the opposition to the lowest percentage of pass completions in the NFL for the second successive year. Dwight Harrison, the Bills' other corner, was converted from wide receiver last fall. Safeties Bill Cahill and Donnie Walker are new to starting assignments. Tony Greene can play at any position in the defensive backfield.

Kicker John Leypoldt hit 70 percent of his field goal efforts in 1973 including a record-equaling 52-yarder against the Baltimore Colts. Punter Spike Jones has averaged 40 yards a kick in three seasons.



O. J. Simpson

BUFFALO BILLS





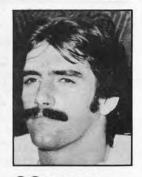
60 BILL ADAMS G/Holy Cross



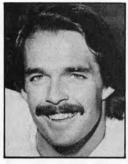
69 DOUG ALLEN LB/Penn State



34 JIM BRAXTON RB/West Virginia



22 BILL CAHILL S/Washington



BOB CHANDLER WR/Southern Cal



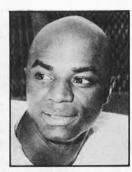
50 JIM CHEYUNSKI LB/Syracuse



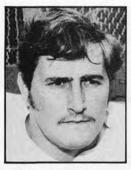
BO CORNELL LB/Washington



64 DAVE COSTA



42 NEAL CRAIG



2 DON CROFT DE/Texas El Paso



68 JOE DELAMIELLEURE 73 EARL EDWARDS DT/Wichita State





2 JOE FERGUSON QB/Arkansas



78 DAVE FOLEY T/Ohio State



89 WALLACE FRANCIS WR/Arkansas A M & N 88 REUBEN GANT TE/Oklahoma State





DON GREEN T/Purdue



43 TONY GREENE CB/Maryland



76 HALVOR HAGEN T/Weber State

BUFFALO BILLS



28 DWIGHT HARRISON CB/Texas A & I



J. D. HILL WR/Arizona State



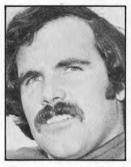
SCOTT HUNTER QB/Alabama



20 ROBERT JAMES CB/Fisk



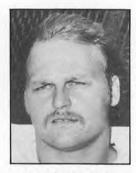
BRUCE JARVIS C/Washington



46 STEVE JONES RB/Duke



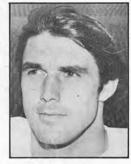
SPIKE JONES P/Georgia



MIKE KADISH DT/Notre Dame



BOB KAMPA DE/California



TED KOY TE/Texas



56 RICH LEWIS LB/Portland State



JOHN LEYPOLDT K/No college



GARY MARANGI QB/Boston College



67 REGGIE McKENZIE G/Michigan



DAVE MEANS DE/SW Missouri St.



53 MIKE MONTLER C/Colorado



39 WAYNE MOSLEY RB/Alabama A & M





WILLIE PARKER
C-G/North Texas State

85 WALT PATULSKI
DE/Notre Dame



AHMAD RASHAD WR/Oregon



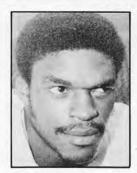
87 PAUL SEYMOUR TE/Michigan



32 O. J. SIMPSON RB/Southern Cal



55 JOHN SKORUPAN LB/Penn State



26 DONNIE WALKER CB/Central State (O.)



86 DAVE WASHINGTON LB/Alcorn A & M



38 LARRY WATKINS RB/Alcorn A & M



62 JEFF YEATES DT/Boston College

Here's the best offense against the old bu_{mp} and run.

You know what the bump and run is. It's bumping heads in traffic, then running through the parking lot because you're late. It's no way to enjoy a Colt game.

The Hunt Valley Inn has the perfect play to call when facing the bump and run.

Head for the Inn around 11 AM and fill up on the good things at the super brunch in the Cinnamon Tree restaurant.

When you're ready to roar for the

Hosses, hop on our bus. We'll get you to the stadium in plenty of time so you won't miss a minute of action

And don't be surprised if you find a helmet in the lobby. The Colts are spending the pre-game night and morning with us, too. Who knows? You might get a chance to cheer them on in person.

The signals are simple—just call 666-7000 with your reservations and we'll take care of everything.



From Beltway Exit 24, take I-83 north to Shawan Road.

Bring your transistor radio to the stadium beginning next week and listen to the "Voice of the Colts" Chuck Thompson and analyst Ordell Braase add to your enjoyment of the game on WCBM (680), the Baltimore Colts' flagship station.

A practice that has become popular in New, York, Miami and many other NFL cities can be enjoyed in Baltimore with Thompson and Braase describing all the details and color of a Colt home game.

In addition, enjoy the pre and post-game activities on WCBM. Thirty minutes before kickoff listen to the Joe Thomas Show followed by Chuck Thompson's Pre-Game Show.

Following the game Ordell Braase interviews Colt players live from the Baltimore locker room offering some interesting insight to the contest.

On Monday nights at 7 p.m. WCBM features the Art Donovan-Ordell Braase two-way talk show. This hour guarantees plenty of humor and laughter along with some probing into what happened the day before.

The Colt football package put together by WCBM and directed by its General Manager, Harold Deutsch, provides the pro football fan in the Baltimore area with complete coverage of the National Football League game week.

THE COLT RADIO NETWORK

Flagship Station WCBM Baltimore

WAMD Aberdeen

WASA

Havre de Grace

WBOC Salisbury

WCBG

Chambersburg, Pa.

WCEM Cambridge

WFMD Frederick

WHVR Hanover, Pa. WINX Rockville

MJEJ

Hagerstown

WMJS

Prince Frederick

WNAV Annapolis

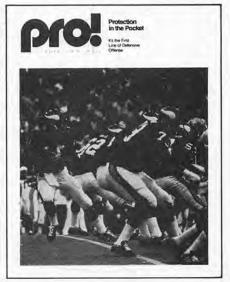
WNRK

Newark, Del.

Thurmont

WTTR Westminster

NEXT IN PRO!



ON THE COVER

Photograph by Vernon Biever.

IN THE POCKET

The snap of the ball is followed by the sounds of the pit: Pop pop crunch! . . . Ugh! Thud THUD! Whack! Photographs by Vernon and John Biever.

YOU CAN TAKE THE COWPOKE OUT OF THE COUNTRY, BUT . . .

E. J. Holub's Kansas City teammates would swear he wore his Stetson hat and cowboy boots to bed. He could be loud and crude and boorish, but he also was lovable and gentle. By Jeff Meyers.

THE REAL BUD GRANT STORY

Bud Grant, the Minnesota coach, has an image of being emotionless, humorless, and cold. The *real* Bud Grant is a humanist and naturalist. By John Wiebusch.

CINDERELLA JOCKS

No team drafted Mick Tingelhoff or Cornell Green or Manny Fernandez. They were free agents, football's "gate crashers." But they made it in the NFL, and they are the patron saints of all undrafted aspirants. By Ray Didinger.

Plus Mickey Herskowitz's column, Portfolio, PRO! Q & A with Sports Illustrated pro football expert Tex Maule, Insight, PRO! Data, and more.

LINEBACKER - COLTS STYLE

BY RICHARD KAMIENSKI

CAMHENDRICKS OF GMQONKBRSTU ODAFGUVKXZYABEKYMNPMLYRXWV EYIHTSWTCOLTSHLPORTERJOCY TNVRTSWTZCDHIUWE BWQROPAUCYXGABFGRAZN NOPIEUDXYSTROFOLINOLMTGBCO H G M F A B T A Z L M P X Y L M P I K J I H F D E O IANGORILEYONAZTRQLASKEYNPM KJLQPZAFEGTQBGSKJLMLJCOL BXWSRCBKHRSRCDRHIENGHIWU UYTUVEDJIUVWFEGAGPAFXYZTSR RNICHOLSZVMOPSTGNOCBDTABC J Y W X N Q R E Q P T D E R S L HGREKAERBENOTSML FZASBESHILPCUROKE D C B M D C F G J M N O V Q P R J H G L C M V R W X Y S H I N N I C K Q R L W X A G C B Y T DSQTJGFEVUSTKLHFDAZS OPMNMNOPRHI HCDWXZSJCIETIHW RWXPUUMATUSAKBAYADSRHUJKLD V S Y M B V W M Y Z L M C O L T S E F Q V E T S A M TUDZDEXKNOPQUJGBFGIPWX GLJUTSRAHICDJHNZYI COLTSHILKACZMAREKLMOASBCYO

DIRECTIONS: THE NAMES OF ALL THE BALTIMORE COLTS WHO PLAYED AS LINEBACKER CAN BE FOUND AMONG THESE LETTERS. THE NAMES SOMETIMES READ FORWARD, AT OTHER TIMES BACKWARD, UP, DOWN, OR EVEN DIAGONALLY. CIRCLE THE NAME AS YOU DISCOVER IT!

TOM BEUTLER
HARDÝ BROWN
JACK BURKETT
JOHN CAMPBELL
STAN CHERRY
MIKE CURTIS
TED DAVIS
RANDY EDMUNDS
DOUG EGGERS
DENNIS GAUBATZ

BOB GRANT
TED HENDRICKS
MIKE KACZMAREK
BILL LASKEY
MARV MATUSAK
CARL MAUCK
RAY MAY
ED MOONEY
STEVE MYHRA
ROBBIE NICHOLS

JACK PATERA
BILL PELLINGTON
RON PORTER
BUTCH RILEY
BILL SAUL
DON SHINNICK
ZEKE SMITH
STEVE STONEBREAKER
MIKE STROFOLINO
STAN WHITE



Offside, Encroaching or Free Kick Violation



Crawling, Pushing or Helping Runner



Illegal Motion at Snap



Unsportsmanlike Conduct



Loss of Down



Delay of Game or Excess Time-Out



Touchdown, Field Goal or Successful Try





Illegal Forward Pass

WITH WELL-KNOWN CHUCK THOMPSON'S BALTIMORE COLT PLAY-BY-PLAY OVER WCBM RADIO 680.

During all televised Colt games, turn down the tube and tune up "the voice" of the Colts - Chuck Thompson - only on WCBM.

And don't forget, every Monday night on WCBM, it's the 'Arty' Donovan-Ordell Braase "Two-Way Talk Show"...that begins with "Tell me, Arty, what's the story?"

RADIO 680 Metromedia in Baltimore



Interference With Fair Catch or Forward Pass



First Down



Dead Ball or Neutral Zone Established



Time-Out



Illegal Procedure



Penalty Refused, Incomplete Pass, Play Over, or Missed Goal



Ineligible Receiver Downfield



Illegal Use of Hands





Personal Foul

STADIUM INFORMATION

FIRST AID

Emergency medical treatment for spectators is available in special first aid rooms located under section 3 in the upper concourse and behind section 1 on the lower concourse.

ATTENDANTS

Attendants are on constant duty in all ladies restrooms.

LOST & FOUND

The stadium lost and found department is located in the stadium office in the main lobby on the lower level. Articles found by spectators should be turned over to the nearest usher or left at the stadium office.

PUBLIC TELEPHONES

Pay telephones are scattered throughout the stadium on both concourse levels.

PASS OUT TICKETS

No pass out tickets will be issued. Also, spectators should carry their own ticket stub when leaving their seating section.

ALCOHOLIC BEVERAGES

Fans are not permitted to bring any form of alcoholic beverage into the stadium. Also, stadium regulations prohibit cans and bottles from being brought onto the premises.

AMBULANCE

An ambulance for spectator emergencies is located at the front entrance to the stadium.

ADVANCE TICKET SALES

Tickets for all future Colts' games are available throughout the game at window E-2.

MERCANTILE

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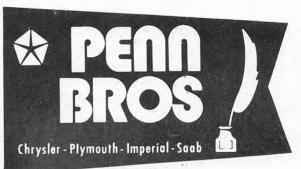
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CHRYSLERS, PLYMOUTHS
Imperials, Valiants, Dusters and Saabs
including demos and executive cars and
get huge discounts ... up to

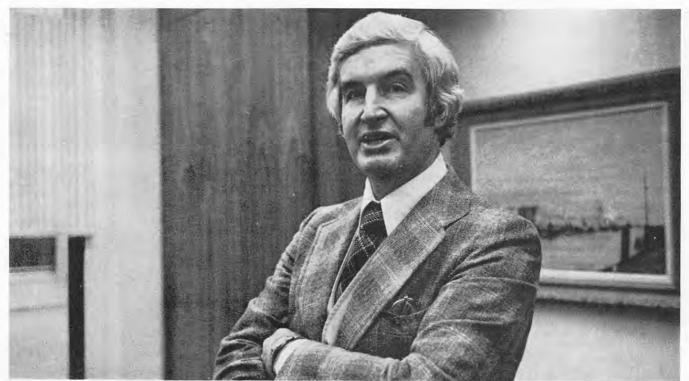
Look over our sparkling new 75's . . . Chrysler Newport, New Yorker, Imperial . . . brilliant new Cordoba or Gran Fury. Select the one that's yours, and we'll price it at the old '74 figures. A handsome saving, believe us!

1st in Sales . . . Md's Largest Selection



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Getting a Kick Out of the **New Rules**

Illustrations by George Bartell

by Bob Oates, Jr.

Atlanta's John James, Kansas City's Jerrel Wilson, and Cincinnati's Dave Lewis are three of football's most proficient and prolific punters, and this year their jobs have taken on added importance. Each has adjusted. Says James, "Punting is like golf. I have to be more selective in judging the force of my leg when I kick. It's like picking the right iron from your bag." Says Wilson, "The most important thing still is concentration." Says Lewis, "A punt no longer can be compared with swinging for a home run. It has become

more esoteric."

The new rules of pro football bring a return to the return and new importance to the kicking game.

Rocker steps and coffin-corner kicks, pooch punting and big runbacks, fourth down gambles and fake punts-there's a new world of happenings in the National Football League this year.

And when contract time comes around next spring, a new group of heroes will have a new bunch of statistics to use when they go in to present their case.

The three changes:

- (1) Field goals were made 10 yards more difficult by moving the goal posts from the goal line back to the end line.
- (2) Missed field goals outside the 20 were penalized by bringing the ball back to the line of scrimmage.
- (3) Punt returns were made easier by restricting all except two members of the punting team (eligible receivers) to the line of scrimmage until the ball is kicked.

The new heroes are punters and punt returners, who have escaped bottom-ofthe roster oblivion in a spectacular new fight for field position.

Paul Brown, head coach of the Cincinnati Bengals, is a member of the NFL's Competition Committee, the group that proposed the new rules. "Some people were upset that so many games were being controlled by field goals," he says, "and when we made them more difficult, we also tried to make the punt a more exciting play. Whether the punt bounces out on the one-foot line, or some runner goes zing with it, the play is a better one than we used to have."

The play the NFL used to have was a standard punt-and-catch in which the other players usually were reduced to on-field spectators. The reason for the great number of fair catches was increasing efficiency in both the art of punting and the science of punt coverage. Ironically, coach Brown had been involved in the genesis of this effective, if uninteresting, combination.

"Horace Gillom is still probably the longest and highest punter I've ever seen," says Brown of his kicker on the Cleveland Browns from 1946-1957. "In

the old days, punters used to stand maybe ten yards deep and the whole punt team would bunch up and block for him until they heard the thud of the ball. But Gillom could kick so far, we could move him back a few yards and it wouldn't matter. Then the blockers up front could spread out and release downfield quicker to cover the kick. This is the 'spread punt' formation, and if the snap is good and the kicker has his rhythm, the ball should get away even with no blocking. It reached the point where it was pretty darn efficient."

Too efficient. As Brown says, "Punt returns give the normal-sized guy a chance to play football. Usually they are interesting people, exciting people. With the new rules, they have more chance to go."

The punt runners

"When I heard about the new rules," says Denver's Bill Thompson, "I was elated."

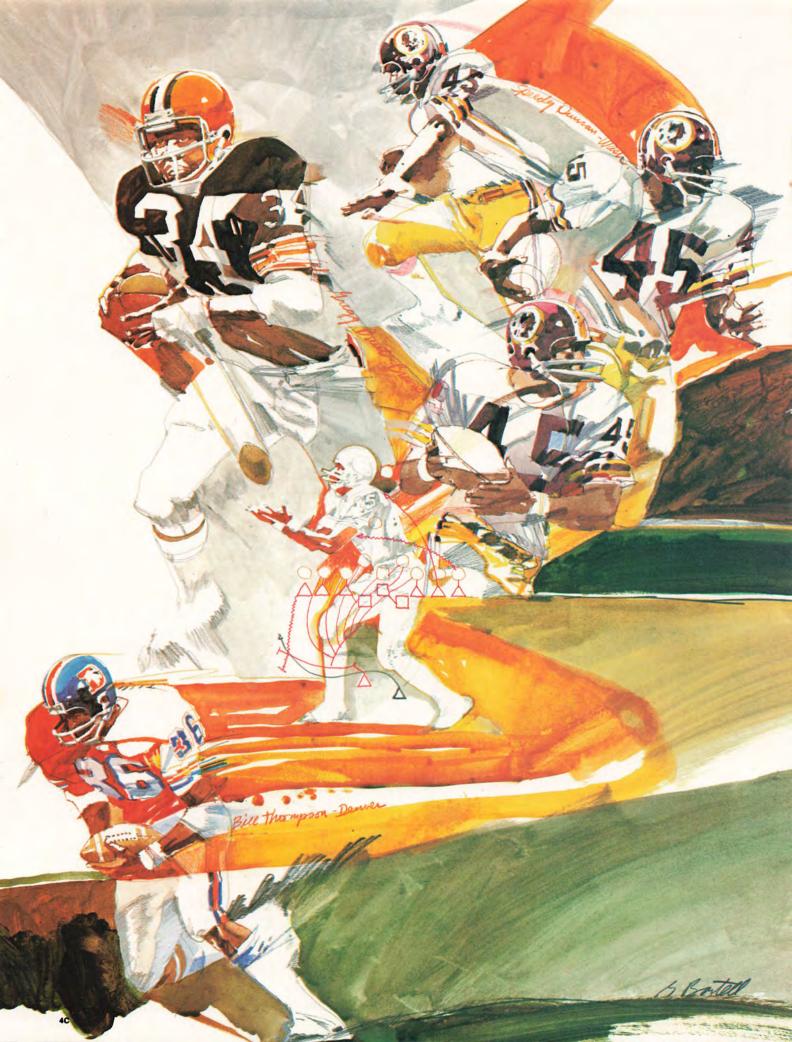
The punt runners may be seeing more balls fly out of bounds than they really want to, but they are still better off than they used to be when nine bad guys would be 45 yards downfield to accompany their fair catch. They get more chance to run the ball now, and as Thompson says when you ask him about his specialty, 'Oh, it's really nice. Running punts, you can change the whole complexion of a ball game just like that. Especially if your team is down-when it's fighting tooth and nail-if you can break a punt return, you can turn the whole game around. It's a great personal satisfaction."

A good punt return is usually a great individual effort by the runner, with some help from his friends. It breaks down into four categories.

Reading the ball in the air.

Catching a punt is one of the most deceptively difficult skills in the game, and catching it depends first on determining where it will come down. Much more than forward passes or kickoffs, a punt is likely to fade away, dive precipitously or take off like a big bird, and the first skill of a punt return man is the ability to read the ball in the air.

Greg Pruitt of Cleveland and Speedy Duncan of Washington are two outstanding return men with ideas on this subject.



Ron Smith's concept of self preservation suggests aggression: "You have to let those guys know you're out there," he says.

As a rookie last year, Pruitt was fourth in the AFC with an 11.3-yard average, while Duncan has a 10.4-yard average through 10 seasons.

"By now," says Duncan, "I can tell what the ball will do when it leaves the kicker's foot. If it's a clean, sharp spiral and heads up high, I've got trouble. Those kind will sort of dip, come straight down, and then fade away. Donny Anderson [of the St. Louis Cardinals] kicks a lot of those."

The key, according to Pruitt, is to watch the nose of the ball. "If the nose is up," he says, "the ball is going to float and carry well. If the nose is down, cutting into the wind, it's going to die."

Non-spirals are very few in a league in which specialists are extremely proficient. "I only get one or two flopping balls all year," says Duncan. "But spirals vary. Too much spiral and the ball may take off too deep on the kicker, giving me room to start running. Not enough, and the ball settles down easily, making an easy catch. The ideal punt for me is one without much spiral and not too high."

The catch.

Seeing the ball and catching it aren't the same thing, especially if the coverage has gotten downfield. "If they get a chance," Pruitt says, "those guys overrun the ball, holler, and throw their hands up. You have to keep your concentration."

Duncan talks to himself to keep himself from moving too soon. "It's like in golf," he says, "where you might be saying, 'Slow your backswing down.' As the ball is coming down, I keep saying, 'Stay here, now, stay still. You can't go anywhere without the ball.' Taking off too soon is the biggest mistake a return man can make."

It's safer to catch the ball out in your

hands than to try to cradle it against your body, according to Denver's Thompson. "The worst thing that could happen," he says, "is for the ball to hit your pads and bounce off. If you go for it in your hands, out in front, at least you have a chance to dive for it if you drop it."

A good return man doesn't simply make the catch any way he can. "You don't want to be moving around and catch the ball off balance," Thompson says. "The idea is to catch it with your feet planted, one foot behind the other, like a sprinter's start. There's a lot of people following the ball and you want to get momentum in a hurry."

The blocking.

In recent years, most teams have gotten away from set "plays" when returning punts. Trying to set up a "wall" of blockers along the sideline, for instance—creating a corridor for the runner—is difficult because it requires precision timing, and punt coverage was so quick the runner rarely had time to get to the wall, anyway.

Some teams still use tactics like this, and on the usual return each blocker simply picks out a tackler, runs downfield with him, and tries to get in his way at a crucial time.

"The coaches break down film on this like on any other play." Pruitt says. "They try to find one guy who is slow getting downfield on the coverage, or one guy who is so fast he overruns the play. Then we work on his area."

With the new rules, fancy blocking on returns is more in vogue, since most of the coverage is slower getting downfield and easier to size up. But a long return is still basically the work of a talented runner.

The return.

For most punt runners, working sideways to get to the wall is not a way they like to spend time.

"I think a punt runner should start out full blast directly at his opponents," Duncan says. "The tackler coming down is coming top speed. He wants to be the attacker. But if you go right at him you confuse him and put him on the defensive."

If the runner starts sideways, he can be moved down by the sprinting wall of tacklers. But if he challenges his opponents by going right at them, as Duncan says, "They've got to start braking down to get ready for the tackle. Maybe a guy was doing a four-six forty and thinking how he was going to kill me. Now he's slowed down almost to a stop and he's thinking, 'I can't miss this tackle.' I've got the advantage."

"There's not much time to be putting on fakes," Thompson says. "You might put down a move or two for those first two guys, but then you better just slash and get what you get. The thing is, they try to come downfield in a horizontal line with everybody in their lanes. If you can slice that wave, it's just you and the punter."

Even though return men usually aren't too big, they don't shy away from contact. Ron Smith of San Diego led the AFC last year and has been a top return man for a decade. His ideas on self-preservation are on the aggressive side. "You have to let those guys know you're out there," he says.

The punters

Although the new rule was designed to help the punt runners, the punters have done their best to turn it to their advantage.

Not that all of them have been happy about it. "I don't like the rule," says Jerrel Wilson of the Kansas City Chiefs. "I think it makes the kicking game duller because I can't bang that line drive out of there and go for the sixty or seventy-yard kick. We have to go for higher, shorter kicks to make sure there's no return."

Wilson has been among the best of the NFL's power punters for the last decade, so it would ask a lot of him to be happy in the new situation. Other kickers have reacted in a more positive way.

"I was really excited about the new rules from the first," says Atlanta's John James. "I think this is the beginning of the era of the punter. Every player likes to contribute as much as he can to his team, and since the coverage isn't as good anymore, the kicker has to do more of the job himself. He has to place his kicks in a more educated manner. It's very gratifying."

"Educated" punting is definitely the demand now. Kickers are going for unusual angles and unlikely spins, trying

These three players have a combined total of 20 years' experience in their specialties. Washington's Speedy Duncan is in his eleventh year, Cleveland's Greg Pruitt his second, and Denver's Bill Thompson his seventh. They have made many returns on their teams' investment. Duncan best explains the elation of breaking a long one: "There's no greater thrill than taking that ball out of the sky, bringing it back through traffic, getting by the last man, breaking free, and heading home."

Anatomy of a Kicking Game

The thrust of a kicking game is dependent upon almost as many diverse components as those which carry a running game or complete a passing game.

Executed by members of the special teams, the kicking game has several concerns. They include punts and punt coverages, punt returns and blocked punts, kickoffs and coverage, onside kickoffs and recoveries, kickoff returns, field goals, conversions, blocked field goals, and blocked conversions.

The athletes on these squads have conventional names such as tackler, punter, kicker, returner, blocker, and holder, but they also answer to snapper and wedgebuster. A description of each one's responsibilities:

KICKER

On a kickoff he must know what type kick is required and where it is going. He must concern himself with such variables as weather, field condition, and which returner is considered most dangerous. He must kick the ball high to enable his 10 tacklers time to cover. Distance is important: returners are hesitant to bring kicks out of the end zone.

HOLDER

Usually he is one of the team's quarterbacks but always someone with sure hands. He kneels seven yards behind the line of scrimmage. When he receives the ball, it should glide into his hands. He spins it to turn the laces away from the kicker's toe and places it on the turf, holding the ball with his first finger. Some notable holders: Ken Stabler for George Blanda, Paul Krause for Fred Cox.

SNAPPER

He may be the starting center but sometimes he is a reserve or player at another position, one adept at snapping the football straight and true to the holder or punter. The distance is 7 to 15 yards. The snapper avoids "getting in a groove," so he adjusts his rhythm to prevent opposing rushers from getting tipoffs on rushing kicks. He does it all while bent over, looking through his legs, trying to forget the defenders ready to run over him the moment he moves the football, and the embarrassment he will face if he snaps the ball over the head of the kicker.

PUNTER

Kicking the ball is only one responsibility. He must call out to his teammates the direction the ball has taken. He also is the final line of defense, the safety with the last chance to tackle a returner. He is important to field position—a good punt can back an opponent to its goal line. The



The gang-tackling Pittsburgh Steelers model a text-book version of kick coverage.

good punters average close to 45 yards – almost half the field.

RETURNER

He is fast and fearless, and in most cases a gambler, betting the opposition will not cover well, thus opening wide areas in which to bring the ball back. When he loses a gamble, fumbles under a hard rush, he may give the opponent the football at a point from which it can score a field goal or touchdown quickly. Returners are running backs, wide receivers, or defensive backs who have proven they can catch.

BLOCKER

The returner's well-being is controlled by this man, who protects on kickoffs and punt returns. Blocking is so important that the offensive linemen, tight end, and full-back, the team's best blockers, must play on special teams that require it. They have to carry out a job so difficult that, if only one or two players succeed at it, a return will break for good yardage. The most formidable task is taking out an opponent

who is running at top speed. WEDGEBUSTER

This may be the most demanding—and rarest—occupation in professional football. The wedgebuster assaults the four men in front of kickoff returners, selecting the most formidable of the four blockers and flying into him at top speed. If it works, the "wedge" is dismantled, opening an alley for tacklers to rush through. A good wedgebuster can cut five yards from the average kickoff return.

TACKLER

A small number of NFL athletes are not only expert tacklers but have the speed and strength to cover kickoffs, punts, and field goals. They are targets for blocks from the returner's protectors. The tacklers are usually linebackers, the professional "hitters" who know how to absorb punishment and fight through to the ball. Young defensive backs, centers, guards, and running backs also are tacklers on special teams. Theirs is pure football—aggressive contact at high speed.

Time usually is not on their side, so punters have devised ways to save steps and improve the techniques of their craft.

to re-create themselves into trick-shot artists. There are several categories of the new-style kicks.

The coffin-corner kick.

This resurrected art form, which had been replaced by the 50-yard field goal in recent years, is the most obvious result of the new situation. One of the old masters of this technique. Sammy Baugh, is not surprised at the modern punters' relative success so far, and he expects them to get even better.

"These people are fine kickers," Baugh says, "All they have to do is practice on it. If the line of scrimmage is on the fifty, most of the time a good kicker should be able to get the ball out inside the twenty and a real good kicker inside the ten. A punter should get to where he hits the fifteen and thinks it's a bad kick."

James was one modern kicker who was kicking for accuracy before the new rules. "I have always kicked at a target," he says. "I have to feel where the ball is going to get a good kick—it helps keep me more consistent."

Another kicker with coffin-corner experience is Steve O'Neal of the New Orleans Saints. O'Neal not only holds the ball as long as possible, he has a preposterous record for field-position punting (while performing for the New York Jets, he once kicked the ball dead on the 1-yard line of the Denver Broncos from a line of scrimmage on his own 1, a 98-yard total). O'Neal has another advantage: He was kicking at Texas A&M when college football gave a one-year try to a similar late coverage rule.

"I had a successful year," he says. "I don't remember the breakdown from all over the field, but I know that one out of five kicks overall went out of bounds inside the ten."

O'Neal's targeting method is quite simple. "Before the snap," he says, "I hold my arm up and point where I want the ball to go. That gives me a feel for the direction. Then as I get the ball, I turn in that direction to punt."

Baugh has another tip for control punting. "I think the punters will start holding the ball a little lower," he says. "The farther you drop the ball, the more chance it has of turning, or being hit by the wind, and upsetting your kick. You can't kick the ball as high this way, but if you're kicking out of bounds, it makes no difference anyway. All you have to do is hit just outside the line."

Not everybody is going for these delicate maneuvers, however, and especially not Kansas City's Wilson. "I'm not going to try for finesse," he says. "I've been hitting the ball for power all my life and I'm not going to change now. I'll aim for the sidelines all right, but I'm going to just go ahead and drive the ball. If it goes into the stands, I can't do anything about it. They'll just have to put nets up all around the field."

Kicking for height.

For a number of years, "hang time" has been a major criterion for punters. The idea is to get the ball to "hang" in the air until the coverage can run down under it. "It's not hard to do," Baugh says. "You just drop it from higher and give a heck of a follow-through."

Until this year, anywhere from 4 to 4.5 seconds in the air was considered good "hang time" on a 45-yard kick. Most players on a punt team can run 40 yards in about 5 seconds (4.6 seconds is the standard for excellent speed), and in past years some of them got a head start on the ball.

Now that at least nine players on the offensive team have to wait for the kick—and many of them get blocked even after the kick—the ratios have changed. Punters have to kick higher and shorter to try to force a fair catch, although most punt runners have shown disdain for the fair catch in recent years.

Dave Lewis, the punter for the Cincinnati Bengals, has a variation he sometimes uses instead of trying for the coffin corner.

"The idea is to kick the ball so it noses up." he says. "Then it comes down tail first. If you kick it inside the ten they'll probably let the ball hit, but when it hits on its tail it usually bounces around sideways instead of rolling on into the end zone. We've been doing that here in Cincinnati for a couple of years, and out of seventy or seventy-five kicks only five or six have rolled in. It's a good technique, if you can perfect it."

Kicking away from the return men.

Another tactic is to keep the ball on the field, but away from the returners. "It's one thing to stand there and catch the ball." says Wilson's coach, Hank Stram. "But to catch it on the move is something else." Also, as Baugh points out, "You can pin the man against the sideline where he only has one way to go. That helps your coverage."

Another tactic is what George Allen, head coach of the Washington Redskins, calls "pooch" kicking. On that type of kick, Allen says, "The kicker deliberately kicks the ball short, and lets it hit and roll. This can force errors by the return men. This is especially true on artificial turf, where bounces are hard and unpredictable.

The rocker step.

Another antiquarian technique—once used for quick kicks—recommends itself in this situation. This is called the "rocker step," according to Gene Stallings, the special teams coach in Dallas. "As the ball is snapped," Stallings says, "the kicker rocks back one step with his left foot. Then when he catches the ball he takes one step forward with that same foot and kicks. This saves at least two steps off the way most people punt. It gets the ball out in a hurry."

Steve O'Neal in New Orleans uses this style—not surprising since he punted for Stallings at Texas A&M. "You can get the ball off in one-point-six or one-point-seven seconds this way," says O'Neal, "instead of two-point-two or two-point-three. So my linemen won't have to count or look back to see if I've punted. They can just hit one man and go."

The rocker step puts an emphasis on fine timing. "The snap has to be in the plane of my body," O'Neal says. "If I have to move sideways, the rocker step is ruined. Also, it happens so fast that sometimes you have trouble finding the laces on the ball."

For accuracy, however, O'Neal thinks it's very good. "I thought I'd have trouble when I first tried it," he says, "but as it turned out, it's easier. You just rock back away from where you want to kick, and then step forward in that direction. There's less motion than in a three-step kick, so you can be more accurate."

Bob Oates, Jr. is a free-lance writer who divides his time between Los Angeles, New York, and Arosa, Switzerland.

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Doc of All Trades

By Steve Bisheff

Dr. Robert Kerlan helped make sports medicine what it is today – a complex specialization.

The small, cozy office is surrounded by memorabilia. A large hockey stick. A picture of jockey Willie Shoemaker. A set of bronzed starting blocks from the Los Angeles Rams. A team photograph of the 1963 world champion Dodgers.

In a span of less than an hour, the list of visitors who knock on the door and chat briefly include actress Angie Dickinson, basketball star Jerry West, and a Hollywood legend named George Raft.

The telephone rings. It is Buzzie Bavasi, president of the San Diego Padres baseball team. A few minutes later, it rings again. This time, the caller is Don Klosterman, general manager of the Rams.

The world of the slightly bent gentleman sitting behind the mahogany desk is one of scalpels and X-rays. But it is also one of glamour and excitement. It is rushing from the operating room at a local hospital to the training room at the Los Angeles Coliseum. It is board meetings and consultations by day and basketball or hockey by night. It is long, fascinating dissertations on the human knee or on the feature race at Hollywood Park.

It is Robert Keith Kerlan, M.D. Sometimes better known as "Super Doc."

Dr. Robert Kerlan, 52, is an orthopedic surgeon. Probably the most reknown in the country. He is Associate Clinical Professor of Orthopedic Surgery at USC. But he is also the team physician of the Los Angeles Rams of the National Football League and the orthopedic consultant for the Jockeys Guild, as well as the California Angels, the Los Angeles Lakers, the Los Angeles Kings, and formerly for the Los Angeles Dodgers. He is a member of the board of directors of the San Diego Padres, a stockholder in the Western Harness Association and a horse owner, breeder, and player of unwavering enthusiasm.

"Really, said Dodger broadcaster Vin Scully, "he's just one of the boys." Dr. Frank Jobe, a younger assistant who shares the same Inglewood, California, office and has worked many years with

Kerlan, describes him another way.

"Bob is a genius," he said.

The field of sports medicine is rapidly evolving into a specific specialty. And no one has had as much to do with that evolutionary process as Bob Kerlan.

All of which goes to show to what means a frustrated ex-jock will resort just to stay around a sweaty locker room. Robert Kerlan wasn't exactly just another jock. He was a good one. A nineletter man at his Aitken, Minnesota, high school. A basketball player adept enough to get a scholarship to UCLA, where he played first string as a freshman. Kerlan's father was an old-fashioned country doctor. "And when I say country doctor, I mean just that." said his proud son. "He treated Indians in tepees and farmers during the depression. Lots of times he'd get paid in potatoes or turkeys or things like that."

But young Robert, who entered college at 16, was much more infatuated with sports than medicine. "My dad noticed," he said, "especially when he saw my first set of college grades. I got a whole flock of C's and that's when Dad said we'd better have a talk, Well, we did, It was quite a talk, too, I don't think I'll ever forget it. We were up all night." When they were finished, it was decided Robert would give up basketball and concentrate on a medical career. Just to make sure, he transferred to USC, where he no longer played ball.

It was a good thing, too, because that's where the physical pain first began for him. It started while he studied at the USC Med School. He felt it in his back and his legs. He tried to ignore it, to put it out of his mind. But the slightest physical activity would cause it to flare up again. The pain became excruciating. While in the army, his condition was diagnosed as a slipped disc and an operation was scheduled. Luckily, the operating team shipped out before surgery was performed. Later, the actual source of the pain was discovered—rheumatoid spondylitis, a form of arthritis.

There are times when it seems sad and almost ironic to see Dr. Kerlan on the sidelines, badly bent, walking painfully, to treat an injured player. But there have never been any complaints and, after awhile, those who know him don't even

think about it. The condition has never interfered with his work, even though he's had to swallow as many as 30 aspirin tablets a day in an effort to control the pain. "I don't mind," Kerlan said. "If someone gave me the choice of having no such problem at all or having this problem plus my same family and my same career—there would be no question. I like my life and I'd choose it regardless."

Sports didn't really reenter that life until he began interning at a Los Angeles hospital and moonlighting at places like Ascot Speedway and local high school football games. Finally, he started working with Dr. Robert Woods, administering to the old Los Angeles Angels of the Pacific Coast League.

"The whole thing started as a kind of hobby," he recalled. But it quickly developed into much more than that.

He has been busy ever since, treating things such as Sandy Koufax's elbow, Elgin Baylor's knee, Jim Palmer's back, Chi Chi Rodriquez's thumb, Al Kaline's foot, Tommy Davis's ankle, and Willie Shoemaker's femur. His latest project is the National Athletic Health Institute, of which he is medical director, naturally.

His affiliation with the Los Angeles Rams is his first with pro football. It began when owner Carroll Rosenbloom assumed control of the club, "I had done some consultation with them in the past." he said. "and I had worked a lot with college teams like Long Beach State and Cal State—L.A. But Carroll and Don Klosterman contacted me and asked if I would be interested in taking over the full job with the Rams. They're very thorough and I like that. I'm enjoying my work with them tremendously."

Kerlan had to delay his start with the Rams when he went in for hip surgery of his own. Rosenbloom took the opportunity to present him with a set of bronzed starting blocks inscribed "To Our 'Hip' Doctor – Here's A Great Start To Your Rams' Career."

Rosenbloom and Kerlan enjoy kidding each other. On the plane flight home after the Rams completed their immensely successful regular season a year ago, Rosenbloom gave a speech on the intercom, thanking everyone who contributed. In closing, he said "...and let's give a

Kerlan favors random urine samples for athletes. "I think they would be an obvious deterrent to players who might otherwise fall prey to drugs."

big thanks to Kerlan's Butcher Shop." A few weeks later, Kerlan went out of his way to have a huge Ram bust made. He sent it to Rosenbloom with an inscription that read: "From The Boys Down At The Butcher Shop." Kerlan still laughs when it's mentioned. "Carroll got a big kick out of it," he said.

In his first year in the National Football League, Kerlan, who is no longer awed in the presence of athletes, admitted he was impressed by both the physical and mental capabilities of NFL players.

"It really is amazing to see men of that tremendous strength who are also so unusually fast and agile," he said. "I'd been exposed to the same gladiator types in hockey. But football players who make it to this level...well, just think about it. To make it, they have to be the best one-ten thousandth of one percent of those exposed to the game. It's incredible, really.

"Almost all football players are college grads, of course. So their intelligence level is very high compared to many athletes. But even I didn't realize how high. I guess, like everyone else, I'm a little guilty of type-casting. It really hit me on one trip when I sat down next to John Williams, the Rams' huge offensive lineman. He was reading all the time, so I finally asked him just what kind of book would keep him so engrossed. It was a book on advanced organic chemistry. He's studying to get his Masters in chemistry. He asked if I'd like to take a look at it. I did and it was too complex for me to read. I guess that's when I realized what the intelligence level of this game really is."

Technically. Kerlan finds he is asked most about two aspects of pro football: injuries and drugs. Both concern him deeply.

The advent of artificial turf has created new problems for football. But Kerlan feels solutions are forthcoming. "New shoes are being created now that will cut down knee injuries tremendously," he said. "The knee is like a hinge. It doesn't have any sideway motion. That's why when a cleat sticks in the ground, so many knees are injured. Well, with these new shoes being produced, there will be a plate that fits in the bottom of the toe of the shoe and will allow the leg and foot

to rotate. The cleat will stick but it will still get motion. It should help immensely."

The NFL's package of new rules intrigues Kerlan, too. Medically, he was happy to see the crackback block outlawed and agreed with the rule that prevents blocking below the waist on wide receivers at the line of scrimmage. "This will tend to keep the wide receiver from getting dropped at the line of scrimmage," he said.

As for potential drug problems, Kerlan is in favor of a random urine sample; he can't understand the arguments against such a solution by the Players Association. "The doctor on a team is charged with the responsibility to see that the players are healthy," he explained. "When they're running a fever or they're ill, they don't mind if we take a blood or urine sample. They have no complaints about that at all. Well, I don't see the difference. If someone can tell me what it is, I'd like to hear it. I think a random urine sample would be an obvious psychological deterrent to players who might otherwise fall prey to taking drugs."

Like an athlete who is asked to recount his greatest games, Kerlan is often questioned about his most famous cases. Three immediately come to mind. The strange circulatory ailment that almost cost Sandy Koufax a finger on his pitching hand, Elgin Baylor's shattered kneecap, and the broken leg that nearly ended Willie Shoemaker's career at age 36.

Koufax's problem—or at least one of his early problems—was a condition eventually diagnosed as Reynaud's Phenomenon. It seriously threatened Sandy's future during the 1962 baseball season. Kerlan and Dr. Woods originally treated the pitcher and then sent him to Dr. Travis Windsor, a circulatory specialist. The main difficulty was a clot in a blood vessel in Koufax's hand, brought on by the end of the bat handle jamming into his palm when he was hitting.

The clot was finally dissolved by interarterial injection of drugs, which remarkably restored circulation to his index finger in 10 days. "If we hadn't diagnosed and corrected the situation," said Kerlan. "Sandy would have lost his finger." Instead. Koufax won 25 games and led the Dodgers to the world cham-

TIME OUT!

Prolog, the National Football League annual is back again in 1974, and with it comes a new companion publication, *Profile*.

Now in its fourth season, *Prolog* is both a complete preview of the coming season, and a comprehensive, week-by-week review in words and pictures of the 1973 season, including an analysis of Miami's precisioned march to a second consecutive Super Bowl championship.

Prolog features detailed scouting reports on all 26 NFL teams plus an interview with a personality from each club.

Profile is exactly what its name implies: an exploration of men thoroughly involved with all facets of professional football. Among the 20 personalities interviewed are Isaac Curtis, Cincinnati's big-play wide receiver; Reggie McKenzie, O. J.'s "main man" on the Buffalo offensive line; Ed (Too Tall) Jones, whom the Dallas Cowboys made the first choice in the NFL draft; Wayne Walker, the former Detroit Lions' linebacker who's now a CBS television analyst on NFL games; Dan Rooney, general manager of the Pittsburgh Steelers; John Ralston, the enigmatic coach of the Denver Broncos; and Ed and Steve Sabol, the father-son team that manages NFL Films.

A 16¼ x 21¾ full-color tear-out poster of O. J. Simpson is a special feature of *Profile*.

Prolog and Profile are both available at newsstands and selected bookstores in soft cover from Dell. Prolog also is published in a hard-cover edition by Follett that is available in bookstores.



Kerlan would like to see the day when a person could stay in top physical shape so he wouldn't have to cut back on an active life simply because he was getting older.

pionship the next season.

Baylor's injury presented another unusual challenge to Kerlan. "Elgin broke off the top eighth of his kneecap," the doctor recalled. "And I had an interesting decision to make. I finally decided to remove the top eighth of the cap, reattach the tendons and then hope the proper tension would return." It did, and Baylor proceeded to enjoy several more productive seasons performing for Kerlan's favorite basketball team, the Lakers.

Shoemaker's accident occurred when he was already horse racing's leading money-winner. On this particular day, there was a dangerous traffic jam at the quarter pole and two horses went down. Shoemaker, all 110 pounds of him, went flying over the rail. He fractured his right femur, the bone that extends from the hip to the knee. He was unconscious briefly. When he awoke, the first thing he asked for was to see Dr. Kerlan.

"The only thing complicated in that case," said the doctor, "was getting a small enough nail to patch up the femur. Since Willie is a jockey and so small, we had to get a pediatrics nail for his leg. I finally found one at Children's Hospital." The injury, no small one, was considered serious enough by some to mark the end of Shoemaker's career. But even at 36, Willie healed and was back in the saddle by the start of the next Santa Anita meeting.

Kerlan's latest and most ambitious project is the aforementioned National Athletic Health Institute. It sounds like it's strictly for athletes. On the contrary, however, it's for everyone.

"It's more than fun and games," he said. "We're talking about the national health. More than the pros and jocks. It's you and your family."

The basic goal of the Institute is to reduce injury and raise the level of athletic and recreational health. This includes research in medicine, physiology, and equipment, as well as rehabilitation and education.

"Take the jogger, for instance," said Kerlan. "Some people shouldn't be out there jogging and don't know it. We take our cars in for computer checks to see if they need work. We don't take the same trouble with out bodies. Using telemetry and computers that helped take us to the

moon, we can wire you with a small radio transmitter and monitor you while you jog or play tennis or golf. We can tell how much stress your body will take without damage...what exercise should make you healthier and what might cause death.

"We can, but we are a long way from being able to do it for many people. In a nation where everybody is off doing something, wouldn't it make sense to have a way of checking out your body for action?"

Kerlan's Institute is also anxious to delve into the research of sports medicine. The doctor points out an average of 14 American boys die each year in sandlot and high school football. In Little League baseball, some estimates claim that up to 100,000 kids develop chronic elbow strain every year.

"We feel we can make athletics safer for young people and speed their recovery when they are hurt," said Kerlan. "We might even make parents smarter about such matters. But it requires research and education."

Most of all, though. Kerlan is interested in the overall definition of the phrase "good health." The example he often uses concerns an executive of a major corporation who had just undergone an extensive physical examination for a \$1 million life insurance policy and happily told his regular doctor he had been given a "clean bill of health." Twenty minutes later, he dropped to the floor with a massive heart attack that nearly killed him.

Kerlan would like to see the day when the active person could measure his true health, not just whether he's sick or not. When he would know the limits of his ability and stamina so he could be energetically active without fear of dropping from exhaustion or a coronary. When a person could stay in top physical shape so he wouldn't have to cut back on an active life because he was getting older.

With all these ambitious projects, it would seem Kerlan would hardly have time for any relaxation and fun of his own. But he manages.

Probably his closest friend in sports is Bavasi, the former Dodgers' general manager who is now president of the Padres in San Diego. The two can tell stories of their adventures for hours.

"My favorite," said Bavasi, "is the time Bob and I went to the World Series in Boston. Our wives didn't want to go, so we shared a room. I warned Bob about my snoring, but he said not to worry about it. But the more he thought about it, the more he got concerned. Finally, he said he had just the thing for me. He said he guaranteed this pill he had would stop my snoring. So I took it and started to read before going to bed. Well, I keep reading and I start noticing it's getting later and later. The next thing I know, it's dawn already. You know what that blankety-blank did, don't you? He gave me some kind of no-sleeping pill. I woke him up and asked him what the hell was going on. He just smiled and said, "Well, your snoring didn't keep me up, did it?"

Then there was the time the two were vacationing, together with their wives, in Del Mar. California, Kerlan and Bavasi are both horse racing nuts and the seaside track in Del Mar is one of their favorites. Well. Bavasi still worked for the Dodgers at the time, and the team was in the middle of a typically frantic National League pennant race with San Francisco. The Dodgers had won earlier in the day, but the Giants were playing at night. "We were about ready to go to sleep when Buzzie phones me," said Kerlan. "He says he won't be able to sleep unless he hears how the Giants are making out. So we finally decide to get in the car and drive up the top of the nearest hill, where we should be able to get the Giants broadcast on the car radio. Mind you, we're both in our pajamas. So we drive up to the top of this hill in La Jolla or somewhere. We get up to the top and the radio won't work. So there we are, two grown men in their pajamas on the top of a La Jolla hill, bent down in the car, fiddling with the radio, Naturally, a police car drives up and the next thing we know this guy is shining a flashlight at us." Kerlan is usually laughing so hard he has trouble finishing the story.

But the good doctor is the first to admit that, for one of the few times in his life, he didn't have a remedy for the situation.

Steve Bisheff is a sports writer and columnist for the San Diego Evening Tribune.

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The Old Professor

by Phil Musick
Photographs by Tony Tomsic

For 43 years, Blanton Collier was more than a coach. He was a teacher, one of the best the game has known.

It looks so easy, so controlled, what they do down there on the floor of the stadium. The ball is snapped. Players move precisely, only the odd mishap to soil their craft. A guard takes a drop step, pivots, and pulls; a back slips into his wake. Movements steeped in power, but pure, nonetheless. Reflexive actions drilled into the frontal lobes over countless hours on forgotten practice fields by forgotten coaches. The war cry is timeless: "Do it the way we teach it."

Teach. The operative word in football. The formula from which success first springs. Teach it and repeat it a thousand times and maybe they will be able to do it, even when Joe Greene is laying a mean forearm upside their temples; when Carl Eller is blowing through the pocket like the west wind: where the hole closes before they get there. Or when they feel that sour taste at the back of the throat, or they are hurting in so many places the pain seems to run together and flow to the base of the skull, or when their wives are filing for divorce or when they aren't.

Teach it, brother, and you win. Do not get it taught, and you wind up using food stamps. And God love the football coach who can teach, for it is truthfully written that he shall inherit the Super Bowl.

Blanton Collier was one of those coaches, one of the teachers. Maybe the very best there ever was. His credentials are flawless. He culminated 43 years in the trade with eight years at Cleveland, during which time he compiled a 76-34-2 record. But those are merely statistics. By the time his hearing had gotten so bad he decided to quit "before they have to cut the coaching clothes off me," Collier had drained a full measure of satisfaction from his affair of the heart with football. Publicly overshadowed by Paul Brown, Vince Lombardi, and others, he was recognized within the game as their equal ... and then some.

"I can't seem to shake the suspicion

that this old man with the hearing aid just might be the best of them all, better than Vince Lombardi, better than Paul Brown..." wrote Paul Zimmerman in A Thinking Man's Guide to Pro Football.

Blanton Collier was the master educator of this or any era. He had a gift—an "obsession" he calls it. If legend is to record Paul Brown as the game's organizer and Lombardi as its psychologist, then it must list Blanton Collier as its teacher of record, for he cared for little else. Once a young friend was discouraged over the economics of coaching. "I told him to get out of it," Collier remembers, "because I never thought about money. I told him, 'The only thing I ever think about is getting the ball past the line of scrimmage."

Ever since one chance meeting led to 16 years of learning his craft in a Kentucky high school and another placed him under Paul Brown's wing during the second great war to end all wars, it may be legitimately said that Collier has been consumed by the game, the sport, the life of football. He was when he taught it to a young college staff at Kentucky that produced five National Football League head coaches, five assistants, three scouts, and a doctor of philosophy. He was when he taught pro football tacticians, in effect, how to teach and how to use the film that has since become the game's finest teaching device. And he still is consumed, having undertaken at 68 to analyze totally the game of golf because such an activity is a sort of Methadone for a man who has been hooked all of his life "on the need, the obsession if you will. to teach people how to do something."

The ones who learned at his shoulder left Kentucky for broader horizons, Don Shula to win two consecutive Super Bowls at Miami; Howard Schnellenberger to the Baltimore Colts; Bill Arnsparger to the New York Giants: John North to the New Orleans Saints; Chuck Knox to the Los Angeles Rams; head coaches all.

Now praise for Collier fairly pours from their mouths, so freely that you almost become suspicious of it. "Teacher by instinct...nobody ever worked as hard as he did...an insatiable appetite to learn the game...the ability to teach what he had learned...the classic teacher and technician...never a coach that went to such depth."

Lest you be overly suspicious, know that the Kentucky coaching staff, circa 1954-1961, held its thirteenth annual reunion the first week of July. "It's unbelievable, the closeness we had," Collier says. John North couldn't make it. He sent his linebacker coach to spend a few hours discussing middle linebacker techniques. Blanton Collier is still teaching, you see.

"He was my high school coach. After I went away to college, I'd come home weekends and stand behind him for hours watching him grade film. He was a great teacher and he could get the most out of people, and those two things are what coaching is all about. He used a viewer instead of a projector, and he had a screen about six inches wide. He cranked the viewer so he could move it one frame at a time. He wanted to see a player's hands and feet, and how they moved and what moved first, and where. His use of films had a great effect on the game. Now everyone uses them."

- Bill Arnsparger "Teaching is the art of inspiring learning," Blanton Collier is saying on this loveliest of summer mornings. "Anyone can tell a boy that he's on his knees. I wanted to be able to tell him what to do to get off his knees. I was obsessed with that. I'd guess I'm a teachaholic. It's sort of incurable."

The twang of the north-central Kentucky hill country of his youth—"that boy can th'ow the football"—remains in Collier's voice as we sit in the peaceful coolness of his home in Aurora, Ohio, 27 miles from Cleveland on the first fringe of the American heartland and eastern home of Sea World, Shamu the Killer Whale, and very little else.

Blanton Collier is a scout extraordinaire for the Browns. On his real bad days, he looks maybe 55. Less than 24 hours ago, he played 36 holes of golf, lunched briefly, then played four sets of tennis. In the interest of keeping the educational monkey off his back, he is evaluating both sports. He is just under six feet, trim, tanned, graying. His wide, oval face is dominated by a slightly hawkish nose, curious eyes, and a square chin you could pound nails with.

"In order for me to teach you, I have to

The Colliers, Blanton and Mary Forman, live an active life in Aurora, Ohio.

An old chief once implored a young Collier, "Don't aim for the target or the bull's eye; aim for the center of the bull's eye..."

recognize your needs," he says, explaining his compulsion. "When I first began coaching, I became obsessed with learning all the details of the game. I was coaching at a small high school in Kentucky and I had limited material. You had to teach what you had. If you couldn't, you got beat."

"George," as he came to be known, did not often get beat. "Back then, I had a saying for boys who made excuses," he says. "I'd tell them, 'We'll have to blame George for that, I guess.' One day I made a mistake and the name stuck." His wife, Mary Forman, still calls him that, \(\frac{1}{2} \)

He is an old-fashioned man, Blanton Collier is. His virtues are as traditional as the furniture in his living room. Loyalty and hard work and pride and faith and honor, they are the stuff of Blanton Collier. But he is not a cheerless man, his sense of humor running to the ironic.

"See that old fellow there," he says, pointing to an oil painting from which Mary Forman Collier's grandfather, thrice-removed, stares back with a look of perpetual surprise. "Died at ninety-one...of whooping cough." An Episcopalian, Collier says his life has been "God, family, and football, although the last two haven't always been in that order."

There are many players who have benefited immeasurably from Collier's dedication who wouldn't have played in the NFL without it. Ernie Kellerman, for example. Now with Buffalo, Kellerman came to Cleveland in 1965 after being released by Dallas. He was small but, as the gag goes, at least he was slow. "He was a hitter and he had concentration." Collier recalls. "And great heart." To Collier, they were irresistible intangibles. "I used to keep him after practice and I'd act as the receiver, trot through patterns trying to teach him position and footwork. I never thought about saying a boy wasn't good enough. I always figured there was a way to teach him.'

Collier found ways to teach Kellerman to play safety. Now when it eats at him that he is out of coaching, he thinks about the Ernie Kellermans. "I'd say Ernie wouldn't have played for a lot of teams ...didn't," Collier says, allowing some pride into his voice.

There were other Ernie Kellermans.

Fred Hoaglin, a center who shocked his college coaches by becoming an NFL regular; Frank Ryan, a confirmed backup quarterback in Los Angeles who guided the Browns to a league championship; Tom Colella, a gifted halfback in the single-platoon days who played sparingly because of defensive deficiencies, yet after a year of Collier's tutelage became one of the foremost defensive backs in the league, leading it in interceptions.

But Collier's finest reclamation job was Ryan, who had not been a regular anywhere, college or pro. When the Browns acquired Ryan in a trade suggested by Collier in 1962, the two men holed up for three days in Cleveland's Hollenden House Hotel. "We went over what I believed about the mechanics of playing quarterback," Collier says. The fourth day, they went to the practice field, where Ryan learned what an old navy chief had taught Collier about the delicate art of throwing a football.

"I was on the rifle range one day," Collier says. "I wasn't hitting a thing. This old-line chief came by and I said, 'Never could shoot."

"You mean you don't know how to shoot." the old salt sneered. "What are you shooting at?"

"The target."

"That's what I thought."

"What do you want me to shoot at? The bull's eve?"

"No, the center of the bull's eye, and look at it until after you pull the trigger."

Instinctively, the teacher became the pupil. "That old chief taught me the margin of error varies with the size of your target. Aim at a whole man, you can miss by six feet; aim at a target one inch wide, that's your margin of error. I worked Frank awful hard on that. But he had the tools to play."

Blanton Collier's personal tools were always the films, or movies as they are known to the coaches who never know what happened until after they see them.

"What do you like to do for recreation? Go out at night? Blanton likes to watch football movies. He's a great teacher. I still call him and ask him about what I can do and what I can't, and how to teach this or that. I sent my linebacker coach up there not long ago to spend some time with him. And my receiver

coach, another time. When I got this job, I tried to hire him. He wouldn't accept, but he did come down here for a week or so to help me evaluate personnel and set up a practice schedule and give me some ideas on drills. I knew after I was at Kentucky under him that I wouldn't ever be embarrassed talking football with anyone. We all say everything we know about teaching the game came from him."

-John North

"I suppose watching the films is a disease with me," Collier says, "When I first started studying players it startled me, the similarities in the great ones. So 1 studied films and tried to boil down what they did, what were the common factors that made them great. The films taught me there's a great deal of difference between what we teach and what they do under game conditions. I tried ultimately to boil it down to what things a man did naturally, that we could teach him, and what we could expect him to do when someone was knocking his head off. That taught me a tremendous amount about the game."

In turn, Collier taught his players... quietly. He was the antithesis of Lombardi. The Green Bay coach demanded — "When he says sit down, I don't even look for a chair," a Green Bay veteran once remarked—while Collier "persuaded." Talking to him now, you get the inescapable feeling he wishes he had been more of a tyrant.

"Vince once chewed out a team that had played brilliantly in a game that got them into the championship playoff," Collier admires. "He was unmerciful, absolutely vicious about it, all the next week. To have the courage and the nastiness to chew them out all week, that's tough to do."

Collier got it done without brutality. "Yeah, Vince was a screamer," he says, "but he had the one great characteristic all the great ones have. A lot of people knew as much football as Vince, but he was a master of finding out what had to be done and then not tolerating a single exception to it. That's the key. Find out what must be done, and then don't tolerate any exceptions."

Collier didn't, relying on respect instead of fear. "If you know enough about what you are doing, the players



Blanton Collier and his 1959 Kentucky staff, from left: Ed Rutledge, Howard Schnellenberger, Ermal Allen, Collier, Don Shula, John North, Bob Cummings, Bill Arnsparger.

sense it and respond," he says. "Attitude ...that summarizes everything. Ability minus attitude equals losing. The biggest problem in coaching is getting a team to emotional and mental peaks for every game. Your great players learn to win and they play up to their potential even on days when they're down."

Under Collier, the Cleveland offense rarely failed to be emotionally ready. Offense was his first love. "I told George Allen he'd win the whole thing when he started coaching the offense, too," Collier says with a smile. "Shula is with the offense...so is Chuck Knox. Lombardi always did. too."

"After everything's said about Blanton that can be, he remains a guy who loved football, who had an insatiable appetite to learn all he could about it, and could teach what he learned. Nobody in the game ever spent the time on it he did. For the two years I worked for him, the only times I ever saw my wife were between midnight and six A.M. He's a schoolteacher by instinct. I imagine everything he does in life he dissects into three parts and analyzes. I don't think there's ever been a coach who went into fundamentals and techniques the way he did. I played for him at Kentucky as a receiver...an awful slow receiver. He taught me the things that enabled me to play football."

Howard Schnellenberger
 There was a time when Blanton Collier would've abhorred the thought of a life

as a teacher. At Georgetown (Kentucky) College, where he was an average football and basketball player, he purposely did not take enough education credits to qualify for a teaching certificate. Growing up in solid middle-class comfort in Paris, Kentucky, a quiet town of 7,500 in the heart of the tobacco region north of Lexington's bluegrass, he had been inundated by education.

His mother was Eva Long before she married Ora Collier, a self-contained Scotch-Irishman who built horse barns so plush that in the bluegrass country you were considered to have arrived if your barns were constructed by the Bourbon Lumber Co. But the Scotch-English Longs were a more genteel strain, producing mostly educators. Two of Eva Long's brothers ran language departments at prestigious universities, and a sister was an English professor at Sweetbriar.

"I didn't really want to teach," says Collier, who sold stocks and bonds for the Kentucky Utilities Commission after graduating from Georgetown. But, as it would years later, a chance meeting intervened in his life.

"The high school basketball coach had quit and one day I bumped into an old friend by accident as I was leaving for work." J. T. Knox informed the 22-year old Collier that he had, that very day, recommended him for the job.

"I told him, 'J. T., I don't want to teach.' But he'd put the bee in my bonnet

and I took the job. If I had left my house five minutes later or sooner, I don't think I would've ever become a coach."

For 16 years at Paris High School, Collier came under strong influences. First, there was Mary Forman. "I was a sub on the girls' basketball team," she smiles, "Blanton put me on the first team, and I've been on it ever since." Then there was Lee Kirkpatrick, superintendent of Paris schools and mountain philosopher.

"I learned a great deal from him," Collier says. "He told me that if I wanted to be a big-timer, I had to go to the big time to learn what it was like. So he sent me every year to the clinic they held in conjunction with the All-Star game in Chicago. He taught me that you can accomplish anything you want to if you don't care who gets the credit."

They became Blanton Collier's watchwords—and probably the reason he never quite got the recognition he deserved.

"If you worry about recognition, you weaken your concentration," he counters. "You get distracted, as near as I can analyze it. The minute I start saying, 'This is my idea,' I cause conflict with the group I'm working with. So I didn't worry about the credit. I figured it would come."

It did, but only after 16 years and a world war. In 1943, Collier was drafted into the Navy, but a congenital hearing defect kept him land-bound and he became, ironically, a swimming instructor at the Naval Base in Bainbridge, Maryland, where he worked double shifts during the week to keep the weekends free for his continuing study of football. "On Sundays, I got a chance to see the Giants and the Redskins and the Eagles," he says. "I'd scout them, chart their plays, try to learn what they were doing."

Transferred to the base at Great Lakes a year later, Collier tried to learn what the base's football coach, Paul Brown, was doing. His boss, Cmdr. Alden Thompson, helped.

"One day I was waiting for the bus to take me to practice," Collier says. "He picked me up and I said, 'Thanks, you saved my neck. I thought I was going to miss football practice.'"

Impressed by Collier's intensity, Thompson interceded with Brown in his Collier embraced the philosophy he could accomplish anything he desired as long as it didn't bother him who got the credit for success.

behalf. "He's a nut on football," Thompson told Brown. "Seems to know something, too." Brown, who had observed Collier leaning on a fence taking notes daily at practice, was interested.

"Thompson saw me again the next day and asked if I'd be interested in being on Paul's staff," Collier says. "I told him I'd pay for that chance." Brown tendered an invitation free of charge.

"If I don't miss that bus and get a ride with Thompson, or if I don't run into J. T. Knox on the street back home, my whole life's changed."

At Great Lakes, working with the finest talent in the country, Collier was "like a dog in a meathouse." When the war ended, Collier was determined not to return to high school coaching. He accepted an offer to join Bear Bryant at the University of Kentucky. But when Brown formed an All-America Football Conference team in Cleveland and offered him a job, Collier got a release from Kentucky.

His first assignment was to convert Otto Graham, who had been a single-wing tailback at Northwestern, into a T-formation quarterback. "Otto was at the College All-Stars' camp," says Collier. "I went up and worked with him between their regular practices on setting up and throwing and the problems he had going to the T. I still think he was the finest passer I ever saw."

"I don't think there's anyone left like Blanton. He was the classic teachertechnician. I went to the Browns out of John Carroll University in Cleveland. I was a defensive back and our college defensive backfield coach had been using the Browns' system, so I had a head start. But I'll never forget my first day of practice with the Browns. A great receiver, Mac Speedie, beat me all afternoon. Blanton kept me after practice was over. I was really discouraged, but he was all excited. He said, 'I had a man taking movies of you getting beat and we can correct your problems.' That impressed me, not just with the kind of a coach he was, but it impressed on me the importance of detail. Coaching under him later gave me the background I needed. I got an offer from the Detroit Lions and I went in and talked to him about it. I was concerned about leaving



The teacher and a former pupil meet again.

him after just one year. He said, 'What do you want to do with your life?' I told him I wanted to be a head coach in the National Football League. He said, 'Take the job with Detroit.'"

- Don Shula From 1946 until Collier left to replace Bear Bryant as head coach at Kentucky in 1954, the Cleveland Browns knew unparalleled success. They won four straight AAFC championships, switched to the NFL and won one league title. and placed first four other times in the Eastern Conference. Through it all, Paul Brown and Blanton Collier remained fast friends, rooming together during the nine seasons while Collier kept his family in Kentucky. Brown was aloof from his players as the Cleveland team became a true dynasty. There were whispers in some quarters that Collier was the club's genius force.

The subject makes Collier immediately uncomfortable. He twists around in the overstuffed chair, but his ego does not permit him to be evasive without some effort at uncovering a truth.

"Some of Paul's assistants were scared of him," says Collier, "but I wasn't. We roomed together, set defenses together, talked football together. I had a lot of responsibility. Paul would have won with or without me. I like to think I contributed."

The subject is painful, as painful to Collier as his experience at Kentucky, where after compiling a 41-36-3 record

over eight seasons, and, ironically, one of the finest staffs ever assembled, he was fired. "I don't like to talk about it," he admits. "It would sound like alibis."

Others make observations about the situation, however. Bear Bryant signed only five Kentucky players a year; during Collier's tenure the policy was to recruit in the state. At the time, an athlete had to be in the top half of his class to be eligible. A schedule prepared years in advance had Kentucky's first five games coming against national powers such as Maryland, Mississippi. Georgia Tech, and Auburn.

"There's a lot of pride in Kentucky," says one observer. "They're proud of their bourbon and their beautiful women and their racehorses. And they can't quite believe their sons can't play football as good as their horses run. But the truth is, if you got every good prospect in Kentucky every year, you still couldn't win in the SEC."

Collier accepted his fate gracefully and returned to the Browns' staff in 1961, unaware that the natives had become restless in his absence, and that Paul Brown and the club's energetic, 36-year-old owner were at war.

Art Modell had a will every bit as strong as Paul Brown's. He had gone to work in a shipyard for 87 cents an hour at 14 when his father died. After World War II he carved one fortune out of the electronics business, then doubled it in advertising. In 1961, he sold his interest in a large ad agency and bought control of the Browns. That a clash between Modell and Paul Brown would occur was obvious to most of Cleveland. It came in 1962, when seven Cleveland regulars told Modell they would quit before playing another season for Brown. Their statement triggered a dispute and Brown exited. Modell immediately offered the job to Collier, who called Paul Brown away from his dinner at the Shaker Heights Country Club minutes after receiving the offer.

"Blanton, you have to take the job," Brown told Collier. "That separated us," Collier says softly. "Some time later at a banquet honoring me, I thanked Art for his trust. I couldn't carry water on both shoulders, if you know what I mean. I worked for Art. He deserved my loy-



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Criticized for running Jim Brown too often, Collier replied, "And Man O'War could have been taught to pull a plow."

alty. Paul won't have anything to do with me now."

A few years ago, Brown told George Strickler of the *Chicago Tribune*, "I speak to Blanton; I do not talk to him."

In any case, the changing of the guard was accomplished without any loss of effectiveness. It's a strange feeling," Collier said at the time. "I have great peace of mind. It's exhilarating to devote full concentration to making the Browns the best team they can be, and to have credit for their success or failure."

There were few failures. Collier immediately made some changes. Play selection was given over to the quarterbacks, ending one Cleveland controversy of long-standing. Brilliant running back Jim Brown was convinced to become a dangerous pass receiver, opening new offensive avenues. Such tranquility came to the club's dressing room that the temperamental Brown became Collier's biggest fan.

In the next eight seasons, Cleveland played in two NFL title games, winning one, and captured divisional championships three other times. After one of them, Jim Brown sent Mary Forman a telegram that read, "Without Blanton's knowledge and integrity as a man, we couldn't have made it." During his eight seasons, Collier won 69 percent of his games.

But Paul Brown had won 11 division and seven league championships in 18 years, so Collier had his critics. He ran Jim Brown too often, it was said. He swept aside such logic with humor. "We had a great racehorse in Kentucky named Man O'War," he said. "Conceivably he could've been taught to pull a plow."

In the years Cleveland did not finish first—under Collier its record was 9-5 or better in seven of the eight seasons and it never finished lower than second—the rabid Cleveland fans thought Paul Brown's toughness was sorely needed.

"How can they say that?" demanded Jim Brown, who enjoyed two of the most productive years of his career under Collier. "He's not soft. Not so that anyone could take advantage of him. You never want to let him down, and you never want to hurt him. So he has a grip on you even when you're asleep. Other coaches have you only on the field."

Collier remains amused by his nice-guy label. "The world doesn't want nice guys, unless they win," he says. But Collier became a living refutation to Leo Durocher's most famous utterance. It was generally thought that when Jim Brown retired in 1965, Cleveland would cease to dominate, that the Browns' dreaded running game would deteriorate. Collier disagreed. Jim Brown was the finest runner the game had known, but he was not the key to Cleveland's attack.

"We determined to control the line of scrimmage and not to permit penetration," Collier says. "I felt I could teach a team to move the ball against any defense. I felt that deep inside."

Collier's instincts were unassailable. Pulling Leroy Kelly from the bench—Kelly had run the ball 43 times in two years—Cleveland kept the football moving.

It is a fact that Collier takes pains to prove. "I've got the figures right upstairs; I'll get them," he says, leaving the room only to return in seconds carrying an index card with faded pencil marks.

The card shows only a minute dropoff between Jim Brown's last three years and Kelly's first three. "The Lord coached Jim Brown; I didn't teach him anything. All I did was get him all the option blocking I could."

Option blocking is a Collier innovation, as was assigning an assistant coach to handle the special teams and hiring a full-time coach for the linebackers.

"Option blocking is based on my blocking you whatever direction you want to go, and having the ball carrier watch you instead of me and go where you ain't," Collier says, squaring himself threateningly in front of an easy chair to demonstrate his invention, which now is a basic tactic. "Vince Lombardi called it running to daylight. I call it *organized* running to daylight. The difference is in the use of the blocker's head."

Quick on his feet, Collier effortlessly screens the chair from an imaginary runner. "If I get a stalemate on you, the most you can usually do is get one hand on the ball carrier. One's not enough to stop most pro ball carriers." Certainly it was not enough to stop Jim Brown. In fact, it is not conceivable that had it not been for Collier, Jim Brown would've retired

even before he did. "In this grim and brutal business, Blanton has one quality that makes him stand out—sincerity," said Jim Brown. "He never jives anyone. Even if he wanted to, he wouldn't know how."

Jim Brown was right. Blanton Collier never jived anyone, not even himself. And in 1970, when his hearing deteriorated, he didn't try. One morning he picked up a Washington newspaper and before he put it down, he'd decided to retire. Asked to compare Collier with Vince Lombardi, running back Charley Harraway said, "They're about the same, only Vince gets a little more involved."

Collier's smile mocks the memory of that story. "Charley was so right," he says now. "That made me realize it was time to get out. It was my style to get involved, but my ears prevented that. I could get a team ready for a football game. My strength was inspiring by teaching. But Charley was right. I wasn't involved enough, and it hurt my coaching."

It still hurts some, the not being involved. "It's been tough, very tough for me," he says. "I love to analyze things. I get by through doing that with golf. Read about it, study it, work out the details. I'm doing it with tennis, too. And one of these days, I'm going to sit down and write a book, maybe for young coaches, about being involved and teaching. It was a great honor to be the Browns' head coach. The finest experience of my life."

That would seem to be a two-way street. The Cleveland newspaper morgues are full of testimonials to Collier from his former players. None of them have ever said it better than Fred Hoaglin, a pedestrian college center who has enjoyed a long pro career.

"Blanton taught me how to play football as a pro," said Hoaglin, "and he taught me a lot of other lessons—about how to live. He's a great coach and a great teacher."

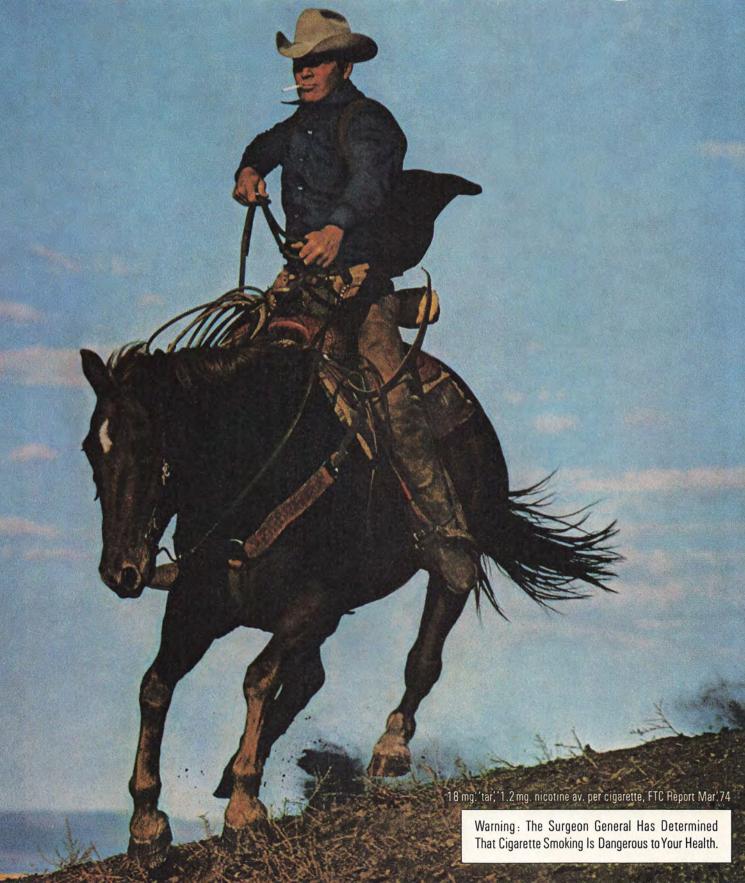
Teach. That's what Collier did, better than anyone. "Maybe it was born in me," he theorizes.

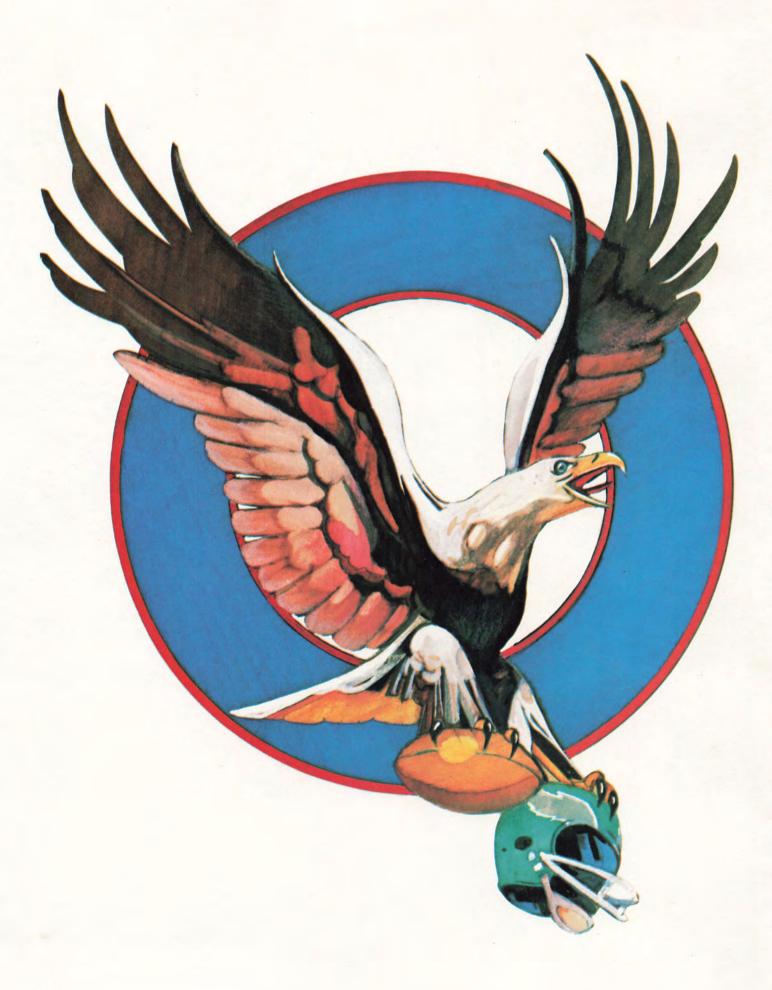
Maybe it was.

Phil Musick is a sportswriter and columnist for the Pittsburgh Press.



Marlhoro





The Eagles' Wing

by Jim Barniak
Photographs by Ed Mahan

The team that cares together, raises money together...and the winner is the Children's Hospital in Philadelphia.

Like some exuberant quarterback after the go-ahead touchdown in the final seconds, Jim Murray, the Philadelphia Eagles' puckish administrative assistant, danced merrily through the team's offices, pumping hands and slapping backs...geez, you would have thought the Eagles had just won a Super Bowl.

"Maybe the greatest audible in the history of football," Murray kept repeating while on his jovial jaunt.

It was after midnight now and the offices looked as if the team had just held a scrimmage in full pads. Earlier, in a chaotic six hours that seemed to vanish in seconds, 40 players, many of their wives, coaches, and front office personnel, scores of distinguished visitors and hundreds of just plain folks raised \$80,000 to fight leukemia.

This was last December 5 at a "Victory Party" the Eagles have since announced will be an annual event. The party, concocted with less than a month of planning and then carried off, as Murray described, "like running the flea flicker without a huddle," was the nucleus of a fund-raising drive that netted nearly \$125,000 in less than two months. The money officially launched a permanent commitment called "Eagles Fly For Leukemia," which is aimed at benefiting the New Children's Hospital in Philadelphia. The hospital, which opened in June, is a national center for pediatric cancer research.

How the Eagles became involved and how they were able to amaze themselves with their fund-raising prowess is what Murray calls "the greatest audible in the history of football."

The team had done some low-key fund raising in the past, mainly through the efforts of former player Fred Hill, whose daughter Kim is fighting leukemia. It began when Hill was able to influence the team into putting its official logo on leukemia fund coin boards. Later, Hill was able to gather his teammates and their wives together for a fund-raising fashion show in November, 1972.

Remarkably, the entire squad participated and \$9,000 was raised. More than half of the money came from Eagles owner Leonard Tose.

"We felt pretty good about it," Hill recalls, "but all Mr. Tose kept saying was how much we goofed. I remember his exact words—'Freddy, anytime you can get forty football players together in the same room, and it's to help kids, you ought to be able to do a whole lot better than nine thousand dollars. Let's do something bigger next year."

Next year came around too fast. It was early November and ideas for "something bigger" were still uncertain. Hill and a neighbor, Stan Lane, who had helped organize the fashion show a year earlier, met with Murray to plan what amounted to another fashion show.

"Give me a couple of days," said Murray. "I've got some ideas."

The first idea was to get a Philadelphia radio station involved in some kind of radiothon setup. Murray met with WIP, Philadelphia's top-rated station and the flagship station of the Eagles' network. "Pick a day," the radio people told Murray, and the Eagles were given a night of air time.

Plan Number One became a combination dinner, fashion show, and radiothon to be held at Veterans Stadium. Tose said he could easily draw up a list of 40 couples who would be glad to donate \$1,000 each, have dinner, admire the fashions, and hobnob with the players and their wives. Murray wanted more people involved. Why not fans on the phone making pledges to their favorite Eagles? The next day, Murray had 60 telephones installed in the team's offices.

Meanwhile, Freddy Hill and Stan Lane literally began searching for a "concrete" recipient for whatever amount of money that was going to be raised.

"The idea of our money going to a national fund for leukemia didn't really please us," says Hill. "We were concerned where the money would go. I mean, would it go to furnish a new office for some director? We wanted a brick and mortar identification. We went to see a Dr. Evans, who is the director of cancer research at Children's Hospital. We knew they had a new hospital under construction. We asked her if she needed anything.

Just when the Eagles passed the hat, Roman Gabriel hit Zimmerman for a touchdown, and the fans responded with their own score: \$20,055.



Roman Gabriel was the team leader in assuring the fund drive got off to a flying start...

You should have seen her face."

Dr. Audrey Evans is made of energy and optimism which she spouts in equal bursts like some double-barreled Old Faithful. Besides directing cancer research, she is a professor of pediatrics at the University of Pennsylvania. But what really keeps her busy is something else: "I am a career seeker of funds," she said.

"When I met Freddy Hill I couldn't sleep for two nights thinking what an organization like the Eagles could mean to us," Dr. Evans recalled. "I'm from Boston. I remember when the Red Sox became involved with the Jimmy Fund. I've seen that organization grow to where it now raises three-quarters of a million dollars a year for cancer research. If we could only get something like that started with the Eagles. You can't tell what might happen."

Dr. Evans took Hill and Lane on a tour of the New Children's Hospital. They stepped through scaffolding and around workmen until they came to a maze of barren rooms on the sixth floor, which eventually would be designated as an inpatient and research center for kids with leukemia.

Hill and Lane gazed at the emptiness. "What would it cost to equip a floor like this?" Hill asked.

"A million dollars, or maybe eight hundred thousand," said Dr. Evans.

Noticing no response, the career fund seeker went on..."A twelve-bed ward costs around five hundred thousand dollars. A research lab is maybe three hundred thousand. Oh, and this room is what we will call a life island. It's a special area we set aside for the little people who require a very special, isolated treatment. A room like this can be equipped for fifty thousand dollars."

Hill and Lane went back to Murray and Tose to discuss the possibilities. Equipping the life island seemed like a realistic goal. Freddy Hill did most of the talking and, I'll tell you, the whole world would be a soft touch if it heard Freddy Hill making a pitch for leukemia.

He bristles with a childlike innocence and enthusiasm. It's out of character for a former professional football player perhaps, but in his case it's totally lacking in any phoniness.

"We'll go for it," said Tose.

"The fifty thousand?" asked Hill.

"Hell," said Tose, "we'll equip that entire floor no matter how long it takes us."

That discussion took place on a Thursday. On the following Sunday, articles ran in the Philadelphia newspapers announcing the Eagles' commitment to "Fly For Leukemia." Immediately, checks started coming in the mail.

A week later, before a home game against the Giants, Hill addressed the crowd before the game and told them a collection would be made during the game to benefit the leukemia fund. Tose and Murray fussed nervously during the speech. Only once before had a collection been taken up in the stands, that to benefit the Olympic Fund. How would a fan who may be having enough trouble scraping together the money for his season tickets react when asked to dig a little deeper?

"Now I know God was with us." recalls Murray. "As soon as our ushers and cheerleaders appeared to start the collection, Gabriel hit Zimmerman with a touchdown pass! I can remember people with their hands in their pockets cheering and dropping money in the container without taking their eyes off the field."

The collection that day brought in \$20,055, almost all in one-dollar bills and coins. And later, ushers kicked in portions of their pay for that day. The beautiful things were only beginning.

The Victory Party officially was scheduled and announced. But the fund raising via the telephone was moved up to begin December 2. While the Eagles were in San Francisco playing the 49ers, the beginning of the fan participation and the call-in pledges were coordinated to coincide with the kickoff of the Eagles-49ers game. Fans watching on television or listening on radio were reminded that the "Fly For Leukemia Drive" was underway and were given numbers to call.

Injured Eagles Steve Zabel and Al Nelson and former Eagle Tommy McDonald came in to answer the phones and take pledges. In addition to the players, Lane had recruited 504 volunteers — people from church groups and service clubs and some who had personal experiences involving leukemia and who just wanted to help. The plan was repeated again during the televised game on Monday night and when Don Meredith gave the drive a plug on the air, all 60 phones in the Eagles' offices lit up.

The phones were constantly aglow two nights later during the Victory Party. Meanwhile, the players, wearing their Eagles jerseys, were seated one-to-atable, hobnobbing with the VIP guests and jumping up to answer phones.

"Just had a kid pledge me ten bucks," said Norm Bulaich. "He said, 'Hey, Boo, you know what else? I'm going to name my dog after you."

The demands to speak with Roman Gabriel and Bill Bradley were so great that fund quarterback Murray was not above picking up a phone and pretending to be either.

"Sure, this is really Bill Bradley," he was overheard telling a caller. "Howyuuu, ma'am?"

Earlier in the day a minor crisis had developed among the Eagles players, who had threatened to mar the good will and charitable spirit of the evening. Tose had suggested that the players wear their game jerseys, the idea being that their names on the backs would make everybody easily identifiable to the guests. But this was a fashion show, right? And many of the players had made special efforts to dress themselves up to rival any of the sharpest of fashion plates. Player representative Mark Nordquist was badgered into pleading the no-jersey cause to Tose.

"The guys think the jerseys will look silly. They want to know why they have to wear them," said Nordquist, drawing a few "right ons" from the assembly behind him.

"Listen, the jerseys might just bring in some extra money," said Tose.

"You want us in white or green?" said Nordquist.

The Victory Party was such an overwhelming success that the cleanup people were still answering phones and jotting down pledges in the wee hours of



...and Gabriel had unanimous support from the remainder of the Eagles' squad.

the morning. And there would be lots more to come.

A few days later, the National Hockey League's most valuable player, Bobby Clarke of the Philadelphia Flyers, presented the Eagles with \$400, which he had collected from his teammates. And a guy named Joe Scirrotto, who runs a gas station in Northeast Philadelphia, turned over more than \$2,000 in receipts he made from the sale of Gulftane, a blend that was being phased out. "Get Rid of Gulftane, Get Rid of Leukemia" was his motto.

Another guy, who simply called himself Winkle, donated \$1,600. He said the money was the result of raffling off a Harley Davidson mini-bike. A midget football league in the neighborhood of Kensington passed the hat at its championship game, Freddy Hill handed out the trophies, then the kids went door-to-door and raised \$1,000. In lieu of sending Christmas cards, a number of area companies made donations.

McDonald's fast-food chain took up

the cause St. Patrick's Day and after its 90 outlets in the Philadelphia region sold nearly 100,000 green milkshakes in one week it donated \$32,000 to the fund. The chain also advanced \$1,900 from receipts at the grand opening of one of its restaurants in Philadelphia March 26.

And McDonald's, which earlier had pledged itself a partner in the Eagles' commitment, soon had company.

Other prominent organizations and businesses, such as Jack-In-The-Box, United Teamsters Union, Continental Bank, Wawa Dairies, and Sheraton Hotels added their support. The money coming in was soon beyond anyone's original expectations. Amazing?

Dr. Evans says the word "amazing" is not the most accurate term. She uses others to describe her feelings, such as "beautiful" and "gratifying."

"I feel like I've just met a wealthy grandfather I never knew I had," she said when she heard that the contributions had soared over \$100,000 in the short period of time. "But when you

Who said charity begins at home? NFL Charities donated \$20,000 needed to employ a doctor for national leukemia research at Children's Hospital.



The New Children's Hospital in Philadelphia, from an eagle's view.

think about it, is there any one of us who can turn our backs on a sick kid? Hardly. What the Eagles have done is make a bunch of people, people we do not ordinarily reach, aware of what we need.

"And the really beautiful thing is that it looks as though we are embarking on a long-term relationship. It's not only a money or a brick and mortar identification. You take someone like Roman Gabriel. He walked in here shortly before Christmas and asked if we had a Santa Claus. God, I'm a hardened gal, but I almost cried. On Christmas morning, he wanted to hand out presents to the kids. Something like that is therapy we can't buy no matter how much money we have. It's all so beautiful, isn't it?"

Gabriel seemed to personally assume team leadership in making the flight for leukemia soar. As the hot new property on the Philadelphia sports scene last fall, he had the opportunity to pull in thousands of dollars on the personal appearance circuit. But he declined almost all of it, placing a higher value on

his private life. But when it came time to promote the leukemia drive, he was anywhere he was needed, posing for posters, making television commercials, doing radio spots or simply dropping in unannounced to see the kids.

The fund raising became so vast and time consuming that the Eagles have hired a special projects coordinator whose sole responsibility now is to coordinate all future fund-raising plans. The total project has been turned over to Hugh Ortman, a former sports information director at Villanova and more recently the publicity director of the Sun Bowl Carnival.

A portion of the money initially raised went into the purchase of a house located a few blocks from the New Children's Hospital. At the suggestion of Dr. Evans the house was remodeled and converted into a boarding house type of facility providing temporary living accommodations for 15 to 20 people. Parents of leukemia victims who must travel great distances in order to bring their children

to the hospital for periodic, three-andfour-day treatment are able to stay at the boarding house during the treatment period free of charge. In most cases, their children stay overnight with them, providing savings for the families.

The original \$33,900 donated by Mc-Donald's had been earmarked for the outpatient house. Then, said Ortman, the company promised it would pay the complete cost of the house.

The Eagles have an ultimate goal of \$800,000. More than \$200,000 has been raised and Leonard Tose is incurring all administrative costs—salaries, correspondence, and promotional expense.

The \$800,000 that Dr. Evans says is needed would equip a research lab and one floor with facilities to treat leukemia at Children's Hospital.

NFL Charities provided further aid in one of these areas when it presented \$20,000 specifically for the funding needed to employ a doctor to conduct national research on leukemia at the hospital, Ortman pointed out.

It all represents a concrete example of what people who care can do. The unique thing, of course, is that most of the people happen to be on a professional football team.

"Without the Eagles, nothing like this could have ever gotten as big as it has," said Hill, the man who really started it all. "When we first came out with those coin boards I think we raised six hundred dollars. The next year, when we put the Eagles' logo on them, the donations shot up to thirty thousand dollars. That was the tip-off about what kind of influence a team like this could have. And when we had a specific and concrete goal in mind, like the New Children's Hospital, that helped, too. The people of Philadelphia can drive by it and feel a little bit of pride. They can identify with the place. And they can feel if they ever have a kid who's sick, there's a place right around the corner where they can get help."

The words of Dr. Evans are worth remembering: "Is there anyone of us who can turn our backs on a sick kid? Hardly."

Jim Barniak is a sports columnist for the Philadelphia Bulletin.



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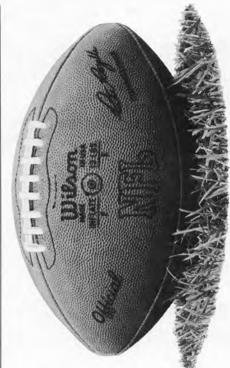
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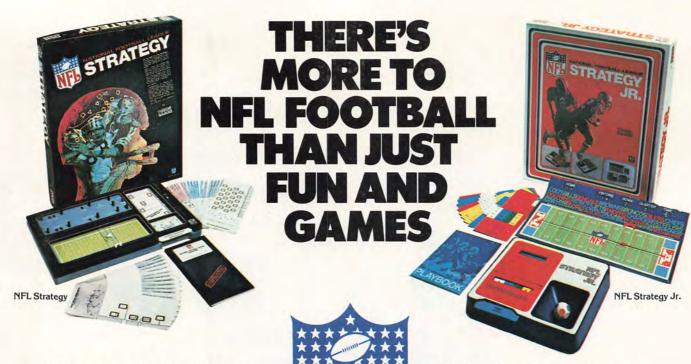
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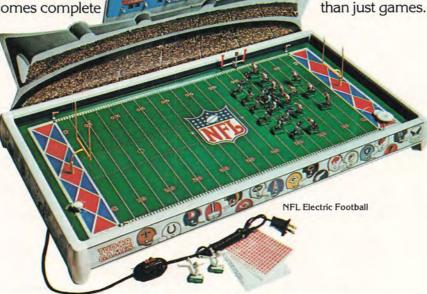
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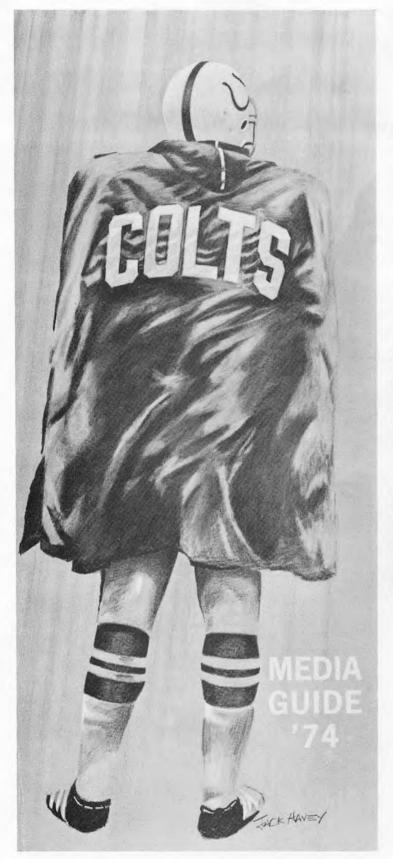


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NEW RULES

The most sweeping set of rules changes in the past four decades will be in effect in the National Football League in 1974.

NFL owners approved a package of changes in April, and amended one early in June. The changes were recommended by the competition committee following three years of study and discussion.

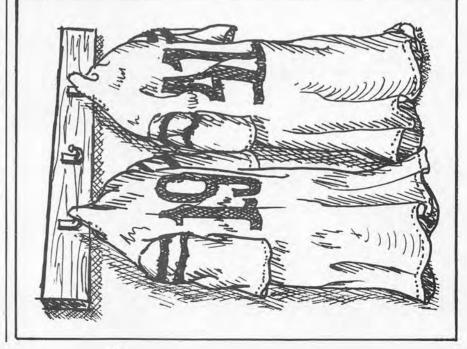
A summary of the new rules:

- Sudden death will be in effect for all preseason and regular season games. The game ends with the first score by either team. If the game is still tied after 15 minutes playing time, the game ends in a tie. All championship games, however, will be played until a winner is determined.
- Goal posts will be moved back 10 yards to the end line.
- Kickoffs will be from the 35-yard line rather than the 40.
- Missed field goals will be returned to the original line of scrimmage, or the 20-yard line, whichever is farther from the goal line.
- Only two members of a team kicking from scrimmage, on either a punt or field goal, will be allowed to cross the line of scrimmage before the ball is kicked. Originally, the rule would have prohibited all members of the kicking team from heading downfield until the ball was kicked. This was amended in June.
- Roll blocking and cutting of wide receivers will no longer be permitted, a rule enacted to permit receivers more opportunity to run their patterns.
- A defender will be allowed to hit or "chuck" a receiver only one time after he has advanced three yards beyond the line of scrimmage.
- The penalty for offensive holding, illegal use of the hands, and tripping will be reduced from 15 to 10 yards when the infraction occurs in the area of the line of scrimmage and three yards beyond, a rule enacted because harsh 15-yard holding penalties have been consistent drive-killers in the past.
- Wide receivers flanked more than two yards outside the offensive tackles blocking back toward the ball (crackback blocking) three yards on either side of line of scrimmage will not be allowed to block below the waist.



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1974 AFC SCHEDULES AND RESULTS



BALTIMORE COLTS

Sept. 15 - at Pittsburgh 0-3
Sept. 22 - GREEN BAY13-2
Sept. 29 - at Philadelphia 10-3
Oct. 6-at New England 3-4:
Oct. 13 - BUFFALO
Oct. 20 - at New York Jets
Oct. 27 - at Miami
Nov. 3 - CINCINNATI
Nov. 10 - DENVER
Nov. 17 - at Atlanta
Nov. 24 - NEW ENGLAND
Dec. 1 - at Buffalo
Dec. 8 - MIAMI
Dec. 15-NEW YORK JETS



BUFFALO BILLS

28,
Sept. 16 - OAKLAND (Mon.) . 21-20
Sept. 22 - MIAMI 16-24
Sept. 29 - NEW YORK JETS. 16-12
Oct. 6-at Green Bay27-
Oct. 13 - at Baltimore
Oct. 20 - NEW ENGLAND
Oct. 27 - CHICAGO
Nov. 3-at New England
Nov. 10 - HOUSTON
Nov. 17 - at Miami
Nov. 24 - at Cleveland
Dec. 1-BALTIMORE
Dec. 8-at New York Jets
Dec. 15 - at Los Angeles



CINCINNATI BENGALS

Sept. 15-CLEVELAND33-
Sept. 22 - SAN DIEGO17-2
Sept. 29 - at San Francisco 21-
Oct. 6 - WASHINGTON 28-1
Oct. 13-at Cleveland
Oct. 20 - at Oakland
Oct. 27 - HOUSTON
Nov. 3-at Baltimore
Nov. 10 - PITTSBURGH
Nov. 17 - at Houston
Nov. 24 - KANSAS CITY
Dec. 2-at Miami (Mon.)
Dec. 8 – DETROIT
Dec. 14-at Pittsburgh (Sat.)



CLEVELAND BROWNS

Sept. 15 - at Cincinnati 7-33
Sept. 22 - HOUSTON 20- 7
Sept. 29 - at St. Louis 7-29
Oct. 6 - OAKLAND 24-40
Oct. 13 - CINCINNATI
Oct. 20 - at Pittsburgh
Oct. 27 - DENVER
Nov. 3 – at San Diego
Nov. 10 - at New England
Nov. 17 - PITTSBURGH
Nov. 24 – BUFFALO
Dec. 1 - SAN FRANCISCO
Dec. 7 - at Dallas (Sat.)
Dec 15-at Houston



DENVER BRONCOS

-				
Se	pt. 15-1	LOS AN	IGELES	10-1
Se	pt. 22-	PITTSB	URGH	35-3
Se	pt. 30 -	at Wash	nington	3-3
Oc	t.6-at	Kansas	City	17-1
Oc	t. 13-N	EW OR	LEANS.	
Oc	t. 20 - S	AN DIE	GO	
Oc	t. 27 - a	t Clevel	and	
No	v. 3-0/	AKLANI	D	
No	v. 10-a	t Baltin	ore	
No	v. 18 - K	ANSAS	CITY (N	Mon.)
No	v. 24 - a	t Oakla	nd	
No	v. 28 - a	t Detro	it (Than	ks.)
De	c. 8-H	OUSTO	N	
De	c. 15 – a	t San D	iego	





HOUSTON OILERS

Sept. 15 - SAN DIEGO	1-1	4
Sept. 22-at Cleveland	7-2	0
Sept. 29 - KANSAS CITY	7-1	7
Oct. 6-PITTSBURGH	7-1	3
Oct. 13-at Minnesota		
Oct. 20-ST. LOUIS		
Oct. 27 - at Cincinnati		J.
Nov. 3-at New York Jets		9
Nov. 10 - at Buffalo		
Nov. 17 - CINCINNATI		
Nov. 24 - DALLAS		O
Dec. 1-at Pittsburgh		0
Dec. 8-at Denver		
Dec 15 CLEVELAND		- 1



KANSAS CITY CHIEFS

Sept. 15 - NEW YORK JETS . 24-16
Sept. 22 - at Oakland 7-27
Sept. 29 - at Houston 17- 7
Oct. 6-DENVER14-17
Oct. 13-PITTSBURGH
Oct. 20 - at Miami
Oct. 27-at San Diego
Nov. 3 - NEW YORK GIANTS
Nov. 10 - SAN DIEGO
Nov. 18-at Denver (Mon.)
Nov. 24 - at Cincinnati
Dec. 1-at St. Louis
Dec. 8 - OAKLAND
Dec. 14 - MINNESOTA (Sat.)



MIAMI DOLPHINS

Sept. 15-at New England	.24-3
Sept. 22-at Buffalo	
Sept. 29 - at San Diego	
Oct. 7 - NEW YORK JETS	21-1
Oct. 13 - at Washington	
Oct. 20 - KANSAS CITY	
Oct. 27 - BALTIMORE	
Nov. 3 – ATLANTA	
Nov. 10 - at New Orleans	
Nov. 17 - BUFFALO	
Nov. 24 - at New York Jets	
Dec. 2-CINCINNATI (Mon.)	
Dec. 8-at Baltimore	
Dec. 15 - NEW ENGLAND	



NEW ENGLAND PATRIOTS

Sept. 15 - MIAMI	.34-2
Sept. 22-at New York	28-2
Sept. 29 - LOS ANGELES	.20-1
Oct. 6 - BALTIMORE	.42-
Oct. 13 - at New York Jets	
Oct. 20 - at Buffalo	
Oct. 27 - at Minnesota	
Nov. 3-BUFFALO	
Nov. 10 - CLEVELAND	
Nov. 17 - NEW YORK JETS.	
Nov. 24-at Baltimore	
Dec. 1-at Oakland	
Dec. 8 - PITTSBURGH	
Dec 15-at Miami	



NEW YORK JETS

Cont 15 at Vancon City 14 24
Sept. 15 – at Kansas City 16-24
Sept. 22 - at Chicago 23-21
Sept. 29 - at Buffalo12-16
Oct. 7-at Miami (Mon.) 17-21
Oct. 13 - NEW ENGLAND
Oct. 20 - BALTIMORE
Oct. 27 - LOS ANGELES
Nov. 3 - HOUSTON
Nov. 10 - at New York Giants
Nov. 17 - at New England
Nov. 24 – MIAMI
Dec. 1 - SAN DIEGO
Dec. 8 - BUFFALO
Dog 15 at Baltimore



OAKLAND RAIDERS

Sept. 16-at Buffalo (Mon.) 20-21
Sept. 22-KANSAS CITY 27- 7
Sept. 29 - at Pittsburgh 17- 0
Oct. 6-at Cleveland 40-24
Oct. 13 - SAN DIEGO
Oct. 20 - CINCINNATI
Oct. 27 - at San Francisco
Nov. 3-at Denver
Nov. 10 – DETROIT
Nov. 17 - at San Diego
Nov. 24 – DENVER
Dec. 1-NEW ENGLAND
Dec. 8 - at Kansas City
Dec. 14-DALLAS (Sat.)



PITTSBURGH STEELERS

Sept. 15 - BALTIMORE 30- 0
Sept. 22 - at Denver 35-35
Sept. 29 - OAKLAND 0-17
Oct. 6-at Houston13- 7
Oct. 13 - at Kansas City
Oct. 20 - CLEVELAND
Oct. 28 - ATLANTA (Mon.)
Nov. 3 - PHILADELPHIA
Nov. 10-at Cincinnati
Nov. 17 - at Cleveland
Nov. 25 - at New Orleans (Mon.)
Dec. 1-HOUSTON
Dec. 8 - at New England
Dec. 14 - CINCINNATI (Sat.)



SAN DIEGO CHARGERS

Sept. 15-at Houston1	4-21
Sept. 22-at Cincinnati2	20-17
Sept. 29 - MIAMI	1-28
Oct. 6-PHILADELPHIA	7-13
Oct. 13-at Oakland	
Oct. 20 - at Denver	
Oct. 27 - KANSAS CITY	
Nov. 3 - CLEVELAND	
Nov. 10 - at Kansas City	
Nov. 17 - OAKLAND	
Nov. 24 - at Green Bay	
Dec. 1-at New York Jets	
Dec. 8-CHICAGO	
Dec. 15 - DENVER	

AMERICAN FOOTBALL CONFERENCE STANDINGS

CENTRAL DIVISION

1974 NFC SCHEDULES AND RESULTS



ATLANTA FALCONS

Sept. 15 - DALLAS 0-24
Sept. 22 - SAN FRANCISCO10-16
Sept. 29-at New Orleans13-14
Oct. 6-at New York Giants14- 7
Oct. 13 - CHICAGO
Oct. 20 - NEW ORLEANS
Oct. 28 - at Pittsburgh (Mon.)
Nov. 3-at Miami
Nov. 10 - at Los Angeles
Nov. 17 - BALTIMORE
Nov. 24 - at San Francisco
Dec. 1-LOS ANGELES
Dec. 7 - at Minnesota (Sat.)
Dec. 15 - GREEN BAY



CHICAGO BEARS

Sept. 15 - DETROIT17-
Sept. 22-NEW YORK JETS21-2
Sept. 29 - at Minnesota 7-1
Oct. 6 - NEW ORLEANS24-1
Oct. 13 - at Atlanta
Oct. 21 - GREEN BAY (Mon.)
Oct. 27 - at Buffalo
Nov. 3 - MINNESOTA
Nov. 10 - vs. Green Bay (Mil.)
Nov. 17 - SAN FRANCISCO
Nov. 24 - at Detroit
Dec. 1-NEW YORK GIANTS
Dec. 8 - at San Diego
Dec. 15 - at Washington



DALLAS COWBOYS

Sept. 15 - at Atlanta	24- 0
Sept. 23 - at Philadelphia	10-13
Sept. 29 - NEW YORK GIAN	ITS6-14
Oct. 6-MINNESOTA	21-23
Oct. 13-at St. Louis	
Oct. 20 - PHILADELPHIA	
Oct. 27 - at New York Giant	S
Nov. 3-ST. LOUIS	
Nov. 10 - SAN FRANCISCO	
Nov. 17 - at Washington	
Nov. 24-at Houston	

Nov. 28 - WASHINGTON (Thanks.) Dec. 7 - CLEVELAND (Sat.)......

Dec. 14-at Oakland (Sat.).....



DETROIT LIONS

Sept. 15 - at Chicago 9-17
Sept. 22-MINNESOTA 6- 7
Sept. 29-vs. Green Bay Mil. 19-21
Oct. 6-at Los Angeles13-16
Oct. 14-SAN FRANCISCO (Mon.)
Oct. 20 - at Minnesota
Oct. 27 - GREEN BAY
Nov. 3-NEW ORLEANS
Nov. 10 - at Oakland
Nov. 17 - NEW YORK GIANTS
Nov. 24-CHICAGO
Nov. 28 - DENVER (Thanks.)
Dec. 8 - at Cincinnati
Dec. 15 – at Philadelphia



GREEN BAY PACKERS

4		
Sept.	15 - MINNESOTA	.17-32
Sept.	22-at Baltimore	.20-13
Sept.	29 - DETROIT (Mil.)	.21-19
Oct. 6	6-BUFFALO	. 7-27
Oct. 1	3-LOS ANGELES (MI	.)
Oct. 2	21-at Chicago (Mon.)	
Oct. 2	27 - at Detroit	
	3-WASHINGTON	
Nov.	10-CHICAGO (Mil.)	
Nov.	17-at Minnesota	
Nov. 2	24 - SAN DIEGO	
Dec.	1-at Philadelphia	
	8-at San Francisco	
Dec.	15 - at Atlanta	





LOS ANGELES RAMS

Sept. 15 - at Denver 17-10
Sept. 22 - NEW ORLEANS 24- 0
Sept. 29 - at New England 14-20
Oct. 6 - DETROIT16-13
Oct. 13-vs. Green Bay (Mil.)
Oct. 20 - SAN FRANCISCO
Oct. 27 - at New York Jets
Nov. 4-at San Francisco (Mon.)
Nov. 10 – ATLANTA
Nov. 17 - at New Orleans
Nov. 24 - MINNESOTA
Dec. 1 - at Atlanta
Dec. 9 - WASHINGTON (Mon.)
Dec. 15-BUFFALO
Market State Control of the Control



MINNESOTA VIKINGS

Sept. 15 – at Green Bay 32-1
Sept. 22-at Detroit 7-
Sept. 29-CHICAGO11-
Oct. 6-at Dallas23-2
Oct. 13 - HOUSTON
Oct. 20 - DETROIT
Oct. 27 - NEW ENGLAND
Nov. 3-at Chicago
Nov. 11 - at St. Louis (Mon.)
Nov. 17 - GREEN BAY
Nov. 24-at Los Angeles
Dec. 1-NEW ORLEANS
Dec. 7 - ATLANTA (Sat.)
Dec. 14-at Kansas City (Sat.)



NEW ORLEANS SAINTS

Sept. 15 - SAN FRANCISCO13-1
Sept. 22 - at Los Angeles 0-2
Sept. 29 - ATLANTA14-1:
Oct. 6 - at Chicago10-2-
Oct. 13 - at Denver
Oct. 20 - at Atlanta
Oct. 27 - PHILADELPHIA
Nov. 3-at Detroit
Nov. 10 - MIAMI
Nov. 17 - LOS ANGELES
Nov. 25 - PITTSBURGH (Mon.)
Dec. 1 – at Minnesota
Dec. 8 - ST. LOUIS
Dec. 15-at San Francisco



NEW YORK GIANTS

Sept. 15-WASHINGTON 10-1
Sept. 22-NEW ENGLAND20-2
Sept. 29 - at Dallas14-
Oct. 6 - ATLANTA 7-1
Oct. 13-at Philadelphia
Oct. 20 - at Washington
Oct. 27 - DALLAS
Nov. 3-at Kansas City
Nov. 10-NEW YORK JETS
Nov. 17 - at Detroit
Nov. 24-ST. LOUIS
Dec. 1 – at Chicágo
Dec. 8 - PHILADELPHIA
Dec. 15-at St. Louis



PHILADELPHIA EAGLES

Sept. 15 – at St. Louis 3- 7	
Sept. 23-DALLAS (Mon.) 13-10	
Sept. 29 - BALTIMORE 30-10	
Oct. 6 - at San Diego 13- 7	
Oct. 13 - NEW YORK GIANTS	
Oct. 20 - at Dallas	
Oct. 27 - at New Orleans	
Nov. 3-at Pittsburgh	
Nov. 10 - WASHINGTON	
Nov. 17 - ST. LOUIS	
Nov. 24 - at Washington	
Dec. 1 - GREEN BAY	
Dec. 8 - at New York Giants	
Dec 15 DETROIT	



ST. LOUIS CARDINALS

Sept. 15-PHILADELPHIA 7-	1
Sept. 22 - at Washington17-1	
Sept. 29 - CLEVELAND 29-	
Oct. 6-at San Francisco34-	
Oct. 13 – DALLAS	
Oct. 20 - at Houston	
Oct. 27 - WASHINGTON	
Nov. 3-at Dallas	
Nov. 11 - MINNESOTA (Mon.)	
Nov. 17 - at Philadelphia	
Nov. 24 - at New York Giants	
Dec. 1 - KANSAS CITY	
Dec. 8-at New Orleans	
Dec. 15 - NEW YORK GIANTS	



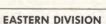
SAN FRANCISCO 49ERS

L	417	
	Sept.	15 - at New Orleans 17-13
	Sept.	22 - at Atlanta16-10
	Sept.	29 - CINCINNATI 3-21
	Oct. 6	-ST. LOUIS 9-34
	Oct. 1	4-at Detroit (Mon.)
	Oct. 2	0-at Los Angeles
	Oct. 2	7 – OAKLAND
	Nov. 4	-LOS ANGELES (Mon.)
	Nov. 1	0-at Dallas
	Nov. 1	7-at Chicago
	Nov. 2	24 – ATLANTA
	Dec. 1	- at Cleveland
	Dec. 8	-GREEN BAY
	Dec. 1	5-NEW ORLEANS



WASHINGTON REDSKINS

Sept. 15 - at New York Giants 13-1
Sept. 22 - ST. LOUIS10-1
Sept. 30 - DENVER (Mon.)30-
Oct. 6-at Cincinnati17-2
Oct. 13 - MIAMI
Oct. 20 - NEW YORK GIANTS
Oct. 27 - at St. Louis
Nov. 3-at Green Bay
Nov. 10 - at Philadelphia
Nov. 17 - DALLAS
Nov. 24 - PHILADELPHIA
Nov. 28 - at Dallas (Thanks.)
Dec. 9-at Los Angeles (Mon.)
Dec. 15 - CHICAGO



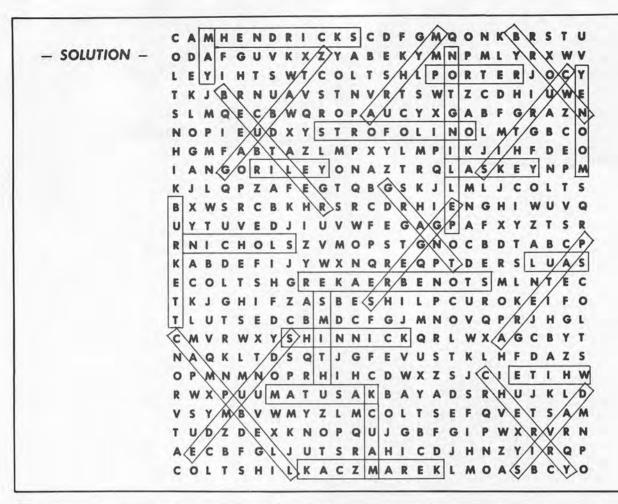
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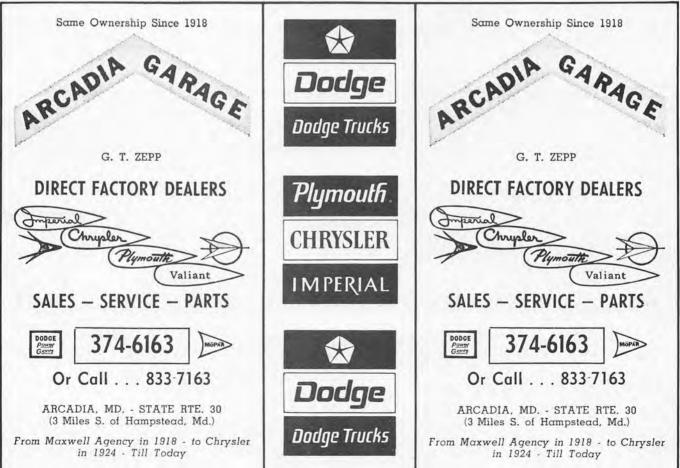
NATIONAL FOOTBALL CONFERENCE STANDINGS

	CENTRAL DIVISION						
4	Minnesota Green Bay Chicago Detroit	W 4 2 2 0	10224	Td 0 0 0 0	Pet. 1.000 .500 .500 .000	For 71 65 69 47	Agst 50 91 53 61

WESTERN DIVISION

	W	L	Td	Pct.	For	Agst
Los Angeles	3	1	0	.750	71	43
San Francisco	2	2	0	.500	45	78
New Orleans	1	3	0	.250	37	78
Atlanta	1	3	0	.250	37	61









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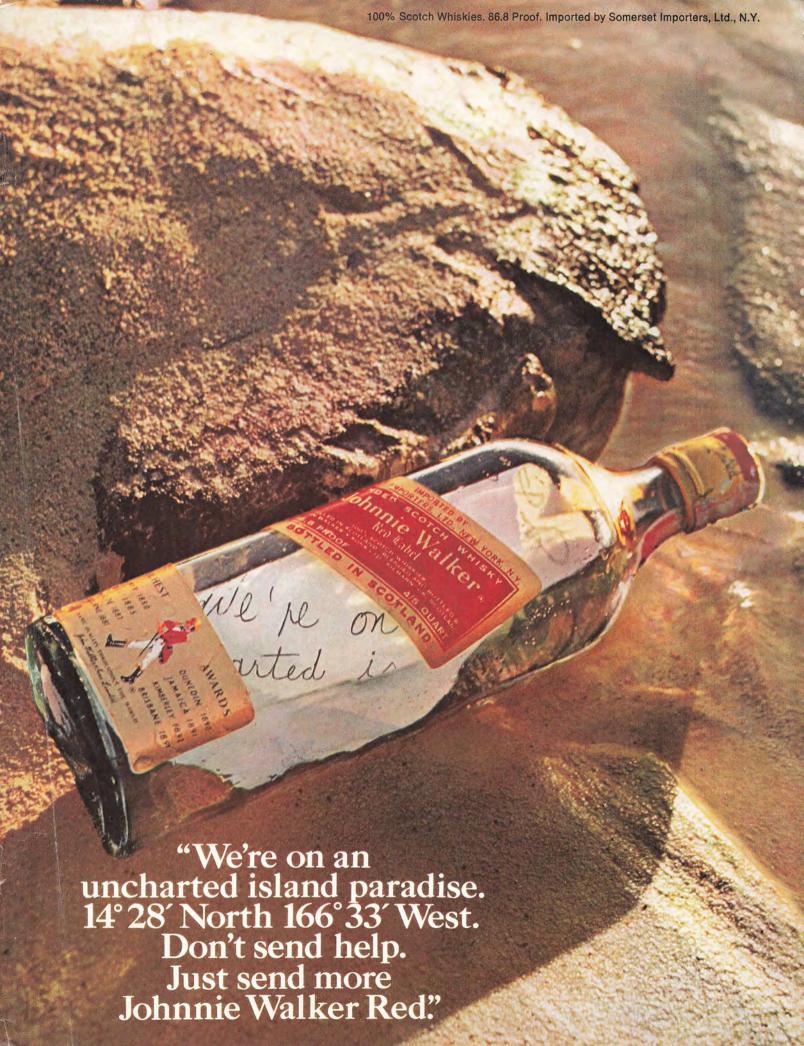
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YEAR, MAKE & MODEL OF CAR_____



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that set a new standard of excellence in color TV. A patented Power Sentry voltage regulator that protects components. And a rugged, 100% solid-state modular chassis for long-life dependability.

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Model shown: F4752P, the Reynolds. TV picture simulated.



*For the third straight year, a nationwide survey of independent TV service technicians has named Zenith, by more than 2 to 1 over the next best brand, as the color TV needing fewest repairs. The same survey rated Zenith as the highest-quality color TV, as the one with the best picture, and as the one service technicians would buy for themselves today. Survey details on request.